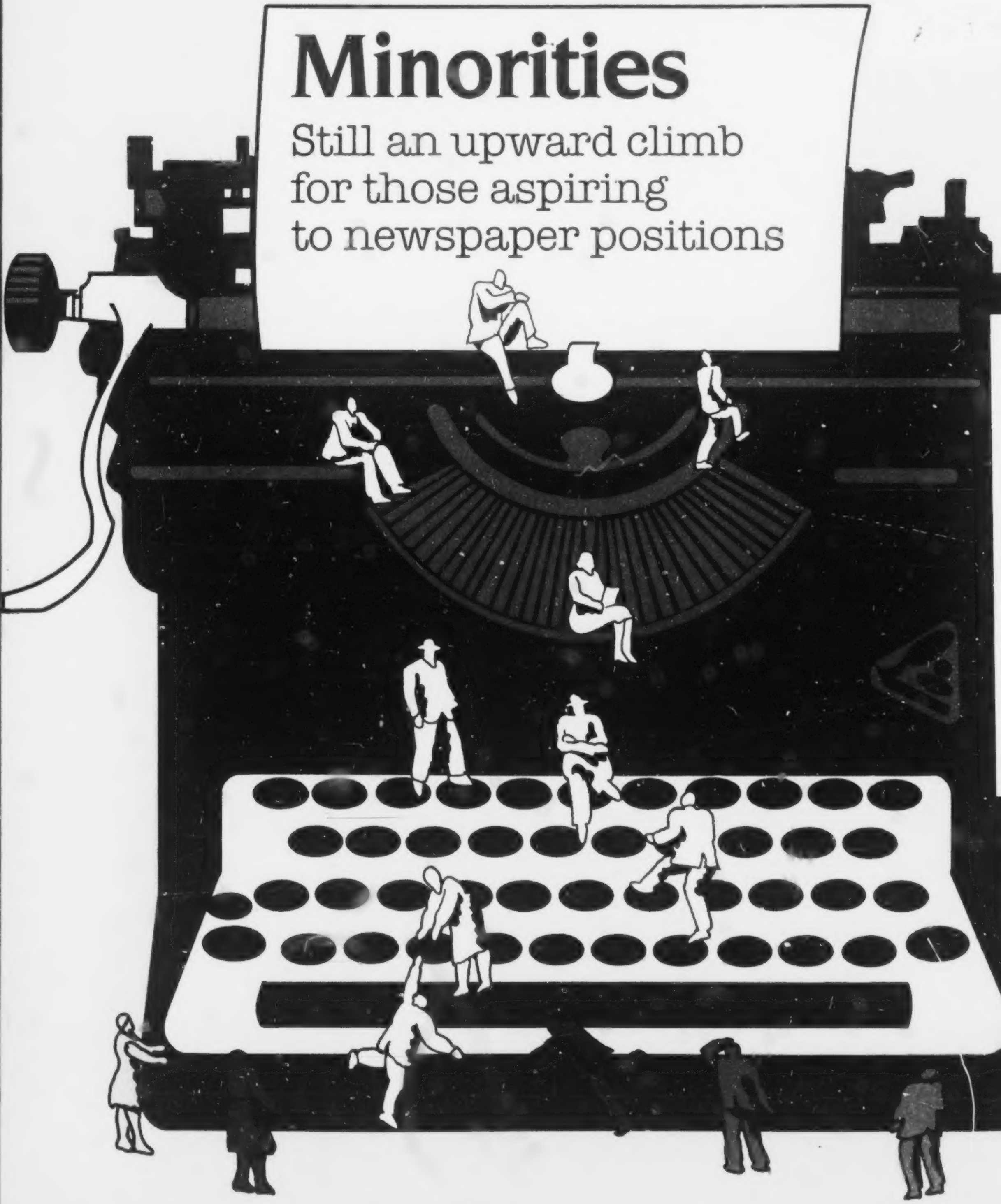
August 1984

presstime

The Journal of the American Newspaper Publishers Association

Minorities

Still an upward climb for those aspiring to newspaper positions



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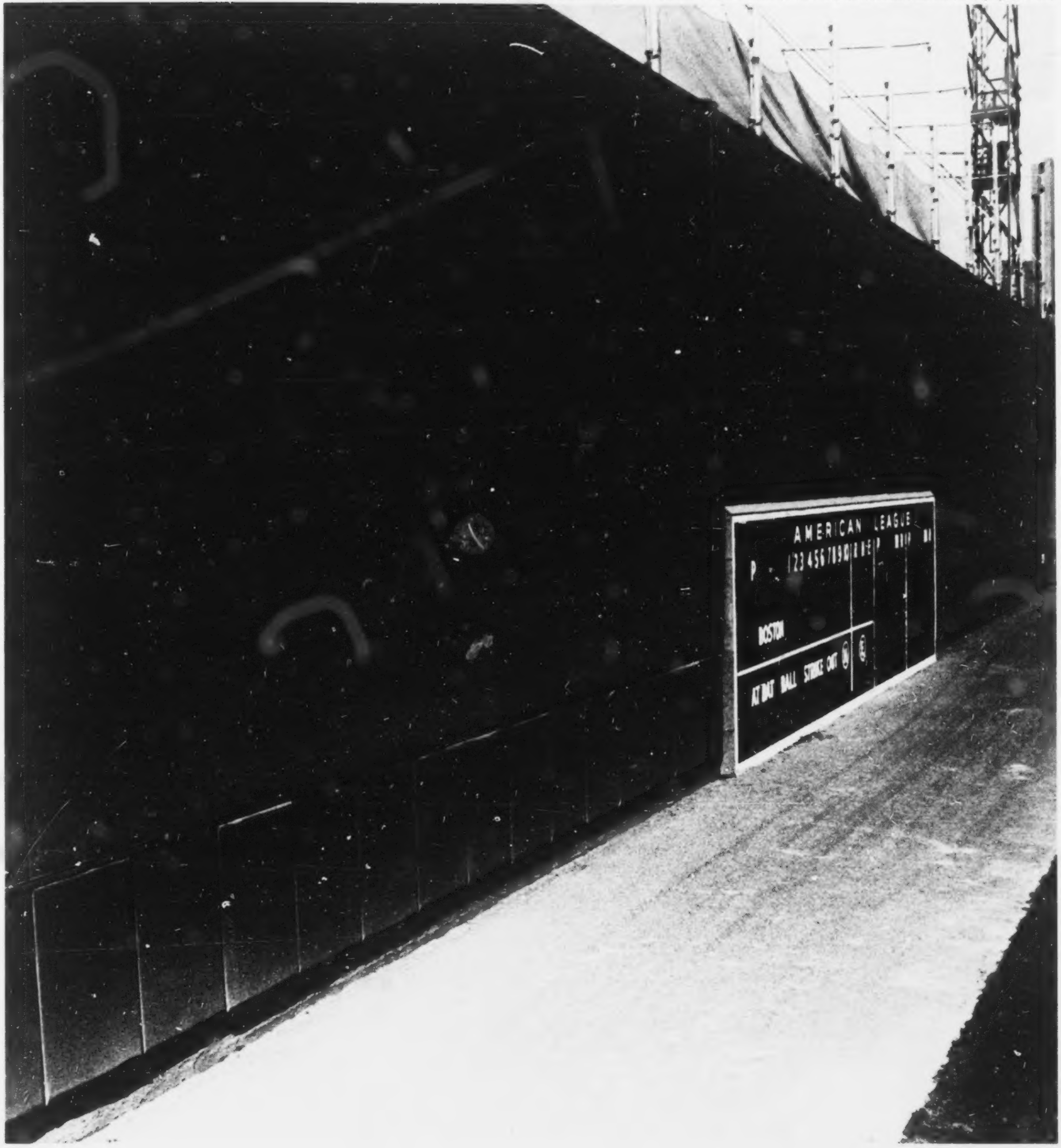
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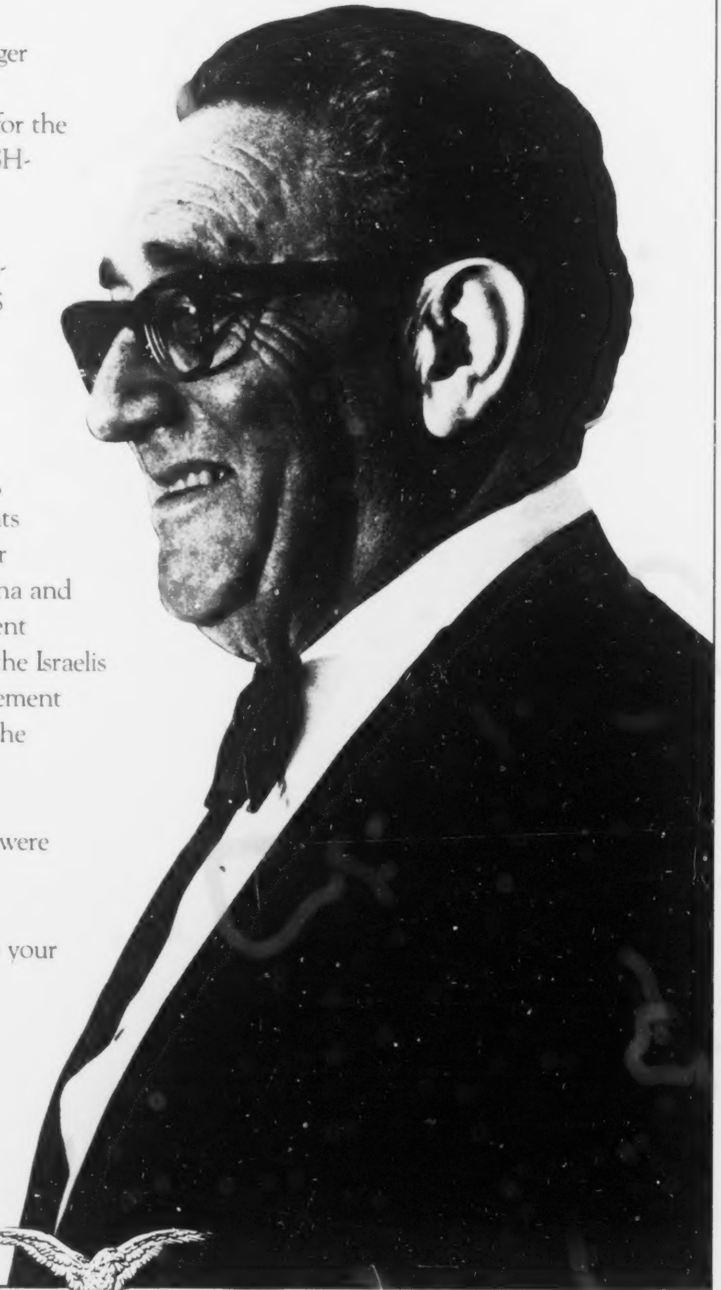

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Dr. Kissinger's two volumes of memoirs were national best-sellers in 1980 and 1982.

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Special Report *Increasing minority employment at U.S. newspapers is an oft-stated goal. Echoes of the Kerner commission's castigation of the newspaper industry on its poor record in minority employment have reverberated throughout the newspaper business since the late 1960s. But has anyone been listening? This report goes beyond the newsroom and looks at the business as a whole. Newspapers that are in the vanguard explain why they are committed to increasing minority representation on their staffs. Minority staffers express their points of view. A sidebar lists places newspapers can turn for help in finding minority candidates for employment.* **14**

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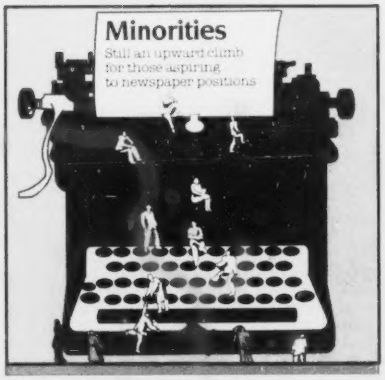
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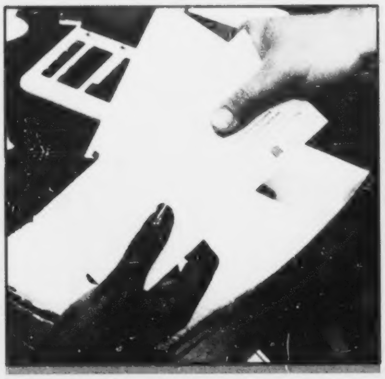
(Cover illustration by Robert Lovelace.)



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CHAIRMAN'S CORNER

Media and advertisers beware: Advertising tax threats are real

Here in Texas, the communications media, the advertising and the retail merchant communities have just gone through an experience that we believe merits our sharing it with newspaper executives and associations over the nation. We do so for two principal reasons.

First, we regard our Texas Experience, as we call it, something more than a provincial problem. Secondly, we hope the lessons we have learned will serve as a forewarning for the media and for those who create or use advertising.

Richard J. V. Johnson

Our experience began when a special session of the Legislature was called to consider broad reforms in our educational system, increased funds for highway construction and maintenance, and a bill for $4.8 billion in new taxes.

Our newspapers gave virtually unqualified editorial support to those goals. A few days after the special session convened, the chairman of the House Ways and Means Committee held a press conference and stated: "I want to tax advertising. I want to get it all. The press has been very vindictive about our failure to pass a tax bill (at the regular session) and very supportive of our spending more money. So I want to give them an opportunity to pay for it." When the committee later approved the tax bill, it included a direct sales tax on advertising time and space for all media. Subsequently, the ad tax was dropped, but the exemption from the state *sales* tax on circulation for newspapers and magazines was repealed. So, in the end, only newspapers and magazines will be taxed. All other media, including, direct mail, are tax-free.

We won't attempt to debate here the question of whether advertising should or should not be taxed. What we are trying to relate and define is the atmosphere and the attitudes we encountered as we tried to reason with the House committee on what effects a direct tax on advertising would have on the media, the merchant, the consumer and, ultimately, the state itself.

The most disturbing element was the motivations of those who proposed and supported the tax on advertising. The strongest was one of "punishing" the capitol press corps, specifically the newspaper press. We were called "vindictive" because we urged the Legislature to act on two critical problems. Others accused us of seeking to avoid paying taxes while we urged the Legislature to pass the laws. The fact that a tax on advertising would not tax the media but the consumer while penalizing the advertiser and resulting in diminished returns from the sales tax was ignored by those who supported the tax.

The bottom line is that the media, the advertising community, the users of advertising and consumer groups must be prepared—much better prepared than we believe we are now—to meet this challenge with facts and with vigor. Our information is that some 20 states are now considering or have recently considered taxing advertising. So, obviously, the threat is real, and it is likely to increase. Why will it increase? Recall what Lee Iacocca said at the ANPA Convention about our economy becoming one of services instead of manufacturing/industrial. As that trend grows, the possibility of services, such as advertising, being taxed will also grow.

Dick Johnson

Richard J. V. Johnson
Chairman and President

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WAGE$

BY CLARK NEWSOM
presstime labor writer

In the not-too-distant past, there was a common perception of newspapers as niggardly wage compensators. Today, pay scales for newspaper jobs generally are maintaining a competitive pace, although employees with skills valued by other industries, such as computer experts and skilled production workers, increasingly may be courted for better-paying, non-newspaper jobs.

Many factors affect newspaper pay levels, including the size of the newspaper, its geographic location, whether it has a nearby competitor hungry for trained personnel and the market demand for the job skills involved.

Regardless of a newspaper's particular circumstances, payroll usually is its largest expense. For example, at 50,000-circulation newspapers, the payroll averages 42.3 percent of total expense, according to the Chicago-based Inland Daily Press Association.

As a rule of thumb, a large metropolitan daily pays double or more the salary for a top position, such as director of advertising or circulation, than does a 50,000-circulation paper.

"As the size of the newspaper increases, so do pay levels for the top positions," observes Jeffrey D. Schulz, a media consultant in the San Francisco office of Towers, Perrin, Forster & Crosby, an international management consulting firm.

"You don't see people at the upper levels (of newspaper management) going into other media," says Michael A. Walker, a partner in the Inverness, Ill.-based executive recruitment and management consulting firm Youngs, Walker & Co.

He also notes that newspaper advertising sales positions "by and large" pay higher salaries than do jobs of comparable experience on the news side. Another expert reports the greatest recent newspaper pay increases have gone to data-processing specialists and ad salespeople.

A pay gap? The widely held belief that newspapers' payrolls lag behind other industries often focuses on the salaries of entry-level reporters, which some journalism professors think are too low but which many editors maintain are adequate.

There have been fears that newspapers are losing the most talented students in journalism schools to competitive jobs in advertising agencies, public relations firms and broadcasting outlets because of the reportedly lower starting salaries papers pay.

"J-school deans tell us we're losing the best," says Thomas E. Engleman, executive director of The Dow Jones Newspaper Fund, a Princeton, N.J.-based foundation that encourages young people to seek careers in journalism.

The median starting annual salary for 1983 J-school graduates at daily newspapers was $11,180, according to Engleman. In broadcasting, it was exactly the same, but it was higher in advertising ($12,740) and in public relations ($13,260) [presstime, Feb. 1984, p. 11].

> *As a rule of thumb, a large metropolitan daily pays double or more the salary for a top position, such as director of advertising or circulation, than does a 50,000-circulation paper.*

Two studies of pay received by new college graduates in various fields indicate that journalism compensation at the entry level is substandard.

The Bethlehem, Pa.-based College Placement Council reports that 1984 graduates in the humanities, which includes journalism, English, history and fine arts majors, received an average starting salary of $17,724.

Engineering graduates received the highest salaries, ranging from $26,556 for an electrical engineer to $29,568 for a petroleum engineer.

A national survey by Michigan State University's Placement Services revealed that the average starting salary for 1984 graduates (all disciplines combined) was $19,306.

There may be "some truth" to the fear that top graduates are attracted to better-paying, non-newspaper work, says William F. McIlwain, executive editor of the Sarasota (Fla.) Herald-Tribune, but the situation is "not as dire as they say."

McIlwain says he doesn't believe the newspaper business has "lost too many great people" to other fields because of salaries.

Susan H. Miller, executive editor of the Champaign-Urbana (Ill.) News-Gazette and chairman of the American Society of Newspaper Editors' Human Resources Committee, also believes starting salaries "are not eroding the quality of (graduates) going into journalism."

Thomas L. Blount, editor of the Herald & Review in Decatur, Ill., says the current entry-level salary for reporters there is $15,652.

This compares with $15,660 at the Kansas City (Mo.) Star and Times, where the employment/compensation manager, James E. Mason, says, "Our survey indicates that is where the industry started them (beginning reporters) as of Jan. 1, 1984, on papers over 50,000 circulation."

The Decatur and Kansas City newsrooms are non-union.

Blount notes, however, that starting sal-

Competitive situations register major changes in newspapers' policies on employee compensation

Payroll is usually a newspaper's largest expense.

aries for beginning reporters are significantly lower at some smaller (under-15,000 circulation) dailies in Illinois. He cites $9,620 at one paper as an example.

Richard J. Ramsey, executive secretary of The Newspaper Guild's Contracts Committee, says the reporters' average starting minimum in his union's 120 labor agreements in the United States and Canada was $17,186 as of last April 1.

That starting figure is quite close to the median income for *all* U.S. workers, which was $18,694 in 1983, according to the U.S. Labor Department's Bureau of Labor Statistics.

ANPA's July 1 Semi-Annual Summary of Wage Minima reports the reporter average *starting* minimum as $16,539 in 129 contracts in the United States and $18,230 in 16 contracts in Canada. The average *top* minimum for reporters is $26,175 in the United States and $30,124 in Canada. The ANPA figures include newsrooms where the employees are represented by locals of the International Typographical Union, the Graphic Communications International Union and independent unions in addition to the Guild.

By comparison, broadcast news pay scales are not all that impressive for the typical, non-"star" local radio or TV newsman at stations in small to medium markets—those based in counties of up to 250,000 population. Excluding top TV anchormen, the median annual salary of a radio or TV station's *highest paid* reporter in those markets last year was $18,980 in TV and $13,000 for radio, according to a recent study by the Southern Illinois University School of Journalism.

The top reporter at a radio station saw his median salary rise just 4 percent to the $13,000 level, and radio news directors saw no change in their median salary of $14,300, according to the survey. The median pay of a TV news director climbed 6 percent to $31,200, and the median for TV news cameraman climbed only 2 percent to $13,780.

Although pay for starting print media reporters appears quite competitive—at least at larger papers—the problem J-school graduates face is not so much salary as it is finding a job in journalism, says one dean. Their concern is not pay but, "Where do I get in?" says Edward P. Bassett, dean of the Medill School of Journalism at Northwestern University. Salary becomes more important later in their careers when they get family responsibilities, he notes.

There are still many young people wanting to get into newspapers who "don't give a damn what the salary is," he says. "The zeal is still there."

Meeting the competition. Looking beyond reporters' salaries, the need for newspapers to pay competitive salaries in the hundreds of other newspaper job categories is perhaps greater now than ever before as other industries seek individuals with the same qualifications desired by dailies.

And in most areas, newspapers are competitive, officials in the industry say. However, Ramsey of The Newspaper Guild says, "We've found that the salaries of the clerical, technical and white-collar people we represent are simply not in line with the salaries that are paid in other industries and in government."

"Our salaries for the clerical, technical and sales staff are very much competitive in the newspaper business and (with) other local industries on Long Island," says Daniel V. Mannix, director of employee relations for Newsday.

There may be a problem in another area, however. Patrick J. Quinn Jr., vice president of the search-firm Gordon Wahls Co. in Media, Pa., notes that, "In general, commercial printers pay more (than newspapers) for comparable production jobs."

Whether a newspaper has a local or nearby competitor makes a considerable difference on salary scales. Will Jarrett, editor and senior vice president of the Dallas Times Herald, says newspaper salary levels have gone up "substantially" in Dallas because of the intense competition between his paper and The Dallas Morning News.

Jarrett notes that both papers have hired sports columnists away from the other, a situation similar to The Denver Post's hiring of a sports columnist from the Rocky Mountain News for an amount reported in the $70,000-$80,000 range [**presstime**, May 1983, p. 36].

The "fastest growing salaries" at newspapers are in advertising sales and data processing, reports Mason of the Kansas City newspapers. "We're looking at an average of $27,000 to $30,000 for experienced people," he says.

At the San Francisco Newspaper Agency, computer programmers with seven years' experience are making $34,268. A senior programmer at The New York Times receives a minimum of $43,836 after four years.

There are many different bonus and incentive plans for advertising people. "The use of incentive pay, such as bonuses, has been growing," says management consultants TPF&C's Schulz.

According to a recent Youngs, Walker & Co. report, 90.9 percent of advertising sales staffs receive salary plus monetary incentives.

That company's late-1983 survey of newspaper advertising directors showed that on papers of 20,000-50,000 circulation, 61.6 percent were making between $35,000 and $50,000, including incentives and bonuses. On papers of 50,000-100,000 circulation, 68.4 percent had incomes between $45,000 and $60,000; on 100,000 to 200,000 circulation papers, 38.4 percent were between $65,000 and $85,000; and on papers over 200,000 circulation, 47.3 percent were making above $100,000.

Some news people receive bonuses, too. For example, each month winners of the "best headline, best photo, best story" at Newsday are awarded between $25 and $100. On occasion, notes Vice President Stanley Asimov, special bonuses are awarded to reporters who win major contests, and there are annual "publisher's awards" ranging from $750 to $1,000 at the Long Island, N.Y., paper.

Examples of the average 1983 salaries of some top positions at larger newspapers, taken from a survey of 31 newspapers that was conducted by the Kansas City papers, are:

- 50,000 to 100,000 circulation—classified advertising director, $40,040; production superintendent, $48,412; circulation manager, $33,384; controller, $44,928; managing editor, $41,808.
- 100,000 to 300,000 circulation—classified advertising director, $43,212; production superintendent, $45,396; circulation manager, $42,224; controller, $48,412; managing editor, $56,056.
- 300,000 and over circulation—classified advertising director, $63,908; production superintendent, $62,816; circulation manager, $58,396; controller, $57,252; managing editor, $81,068.

Similar salary figures for smaller papers are not readily available, except to newspapers participating in cooperative, confidential surveys.

Pay hikes moderate this year. Even though the recession has ended, wage and salary experts do not foresee large increases in salaries this year at newspapers or other businesses.

Merit raises in all industries are now holding at about 6 percent, about the same as last year, according to consultants TPF&C. Budgets for raises are consistent across all industry lines, including newspapers.

"All managers have salary budgets" which they cannot exceed, notes Newsday's Mannix.

Based on a nationwide survey by William M. Mercer Inc., an employee benefit and compensation consulting firm, American businesses have set actual pay budgets of 6.6 percent for 1984, compared with pay and benefit increases of 7.2 percent actually awarded in 1983. The inflation rate for 1983 was 3.8 percent, meaning compensation increases last year were almost double the inflation rate. But don't look for similarly hefty pay increases this year. Mercer says 1984 figures represent the lowest budgeted amount for pay increases in recent years.

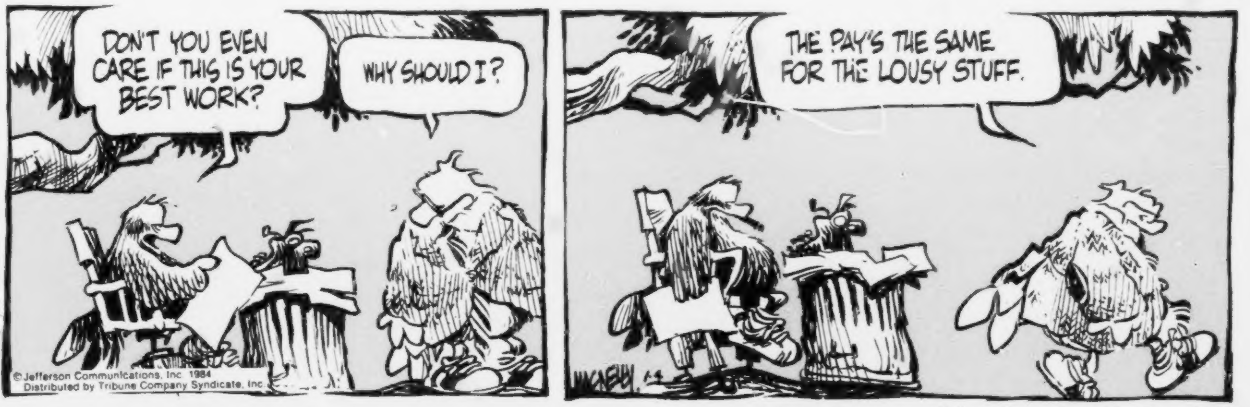
The Mercer survey included more than 1,500 companies with 5.7 million employees, including executives, middle managers, and technical, professional, supervisory, clerical and other support personnel. It excluded employees under union contracts.

As in all salary situations, the region, size of the city and extent of business competition play a part. For example, in the Mercer survey there were differences in the geographic regions of the United States, with companies in the Northeastern states reporting the highest actual salary increases in 1983 and those in the Southeast reporting the lowest.

In the newspaper industry, annual wage increases have paralleled the nationwide trend of decreasing wage hikes in most industries, according to a recent survey by the Newspaper Personnel Relations Association. Of 15 newspapers providing figures, all 15 projected a lower percentage figure for overall wage increases this year than last, with 6 percent being the most frequently recurring projection. At the same time, consensus in the business is that the period of union concessions, or so-called "givebacks," and wage freezes is over [**presstime**, April 1983, p. 44].

'Shoe'

By Jeff MacNelly


DON'T YOU EVEN CARE IF THIS IS YOUR BEST WORK?
WHY SHOULD I?
THE PAY'S THE SAME FOR THE LOUSY STUFF.
MACNELLY
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Sources of pay information. When you talk about wages and salaries in the newspaper business you're talking about a lot of jobs.

At The Arizona Republic and The Phoenix Gazette, for instance, there are written job descriptions on 351 different salaried positions. Throw in hourly paid production employees and you have 386 jobs ranging from janitor to publisher.

While individual employees' salaries are a private matter, information on salary ranges for various newspaper jobs is available to employees at the personnel department. Donald R. Lyren, wage and salary administrator for the Phoenix papers, says there are 18 salary ranges for various groups that show the minimum and maximum pay for the job.

Information on salaries more generally is developed through surveys in which the participating newspapers are assured confidentiality. There are four major annual surveys in the business, the oldest and largest being the Inland Daily Press Association's Wage and Salary Survey.

The results of Inland's 37th annual survey, in which 328 newspapers took part, were mailed in May. The survey covers seven circulation-size groups, from under 10,000 to more than 100,000, with breakdowns for four regions of the United States. All jobs, including that of publisher, are represented. The Inland survey is the only one in which the participants pay a fee for the results—$75 for members and $85 for non-members.

The Dallas Morning News Compensation Survey covers mainly editorial employees and is limited to newspapers of more than 100,000 circulation. Between 20 and 25 dailies usually participate, says Compensation Administrator Rebecca A. Evans.

Another survey that concentrates on one job area is the Los Angeles Times National Survey of Management and Supervisory Compensation/The Newspaper Industry. About 80 management positions were surveyed for the current year, the program's 28th. Michael J. Valenti, compensation and benefits manager, says the survey covers jobs from first-line supervisors up to vice presidents, or the top positions in the "functional" areas such as marketing, production, advertising, editorial and circulation. It does not include general managers or publishers. Last year, 82 dailies participated in the survey.

The Kansas City Times/Star Wage and Salary Survey was started in 1981. It is limited to papers in three circulation groups from 50,000 to above 300,000. Employment/Compensation Manager Mason says the survey embraces about 215 jobs in the five divisions of editorial, business, production, circulation and advertising, excluding vice presidents and publishers.

The Canadian Daily Newspaper Publishers Association also conducts an annual survey. Thirty-five papers participated in this year's study.

Union contracts provide another source of wage and salary information.

The ANPA Human Resources Department publishes a semi-annual "scale" report covering mechanical and delivery departments and a semi-annual summary of wage minima for white-collar jobs.

The newspaper personnel specialists who track these various data say the business will do what it must to continue to attract and retain the people required to get information to the public. "We have to remain competitive," says Eldon A. Case, director of employee relations of the Phoenix newspapers. □

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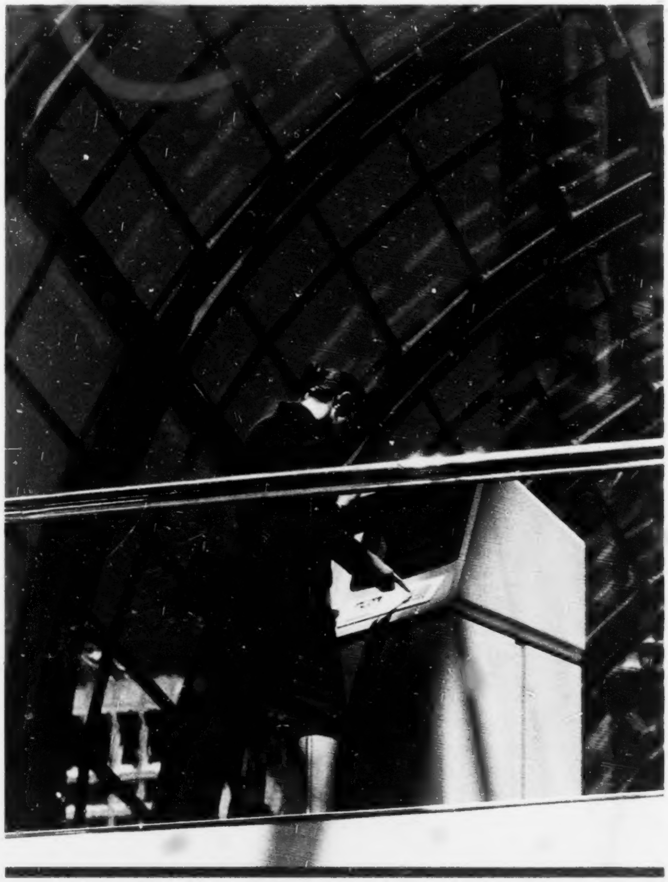
Newspaper companies 'go public' with projects, placing computer terminals out in the open to inform tourists and shoppers electronically

BY MARGARET GENOVESE
presstime staff writer

Videotex has arrived in San Francisco, courtesy of Chronicle Videotex Inc., a subsidiary of The Chronicle Publishing Co. The venture is not an electronic information service for home or office consumption as most of the early videotex ventures were.

Instead, this videotex is a "public-access" service called Bay Area Teleguide and is aimed at the tourist trade, and you'll find it just about any public place where there are tourists.

Although the short history of public-access videotex already has been marked by some failures, more and more enterprises, including newspaper companies like Chronicle Publishing, are beginning to explore it as a viable business venture. Why? "Because we think we can make money," says Chronicle Videotex President Peter E. Thieriot. "It's an opportunity and it's an opportunity that centers around the collection and dissemination of information, which is what the newspaper industry is."



Teleguide terminals are in high-traffic public places in San Francisco.

For another thing, says ANPA Director/Telecommunications Affairs Kathleen Criner, public-access videotex is "a way of introducing the technology to the consumer, much like (public) phones were once installed in the corner drug store to introduce people to telephones." Eventually, of course, telephones moved to street corners and into homes, a pattern its proponents hope will be repeated with videotex.

But for right now in San Francisco, it's out in public. For example, Chronicle Publishing's Teleguide consists of a network of videotex terminals in high-traffic spots such as Embarcadero Center, a shopping complex, Ghirardelli Square, a group of restaurants and boutiques near the waterfront, and the Moscone Center, where 22 terminals were installed in time for July's Democratic National Convention. It can be used, free of charge, to retrieve information on subjects ranging from menus and prices at eateries to historical and scientific advisories about earthquakes.

One attractive aspect of such public-access videotex as a business venture is its relatively low start-up cost, observes Martin R. Lane, director of videotex planning at LINK Resources Inc., a market research and consulting company specializing in the new electronic media. Companies that are not ready to risk $20 million on a home videotex system such as Times Mirror's Gateway, Knight-Ridder's Viewtron or Keycom Electronic Publishing's KEYFAX, can "dabble" in public access videotex for as little as "hundreds of thousands" of dollars for a five-terminal service in a shopping mall. (Newspapers, notes Criner, might spend roughly the same amount of money to start producing video programming for cable television.)

Another attraction, Lane says, is that these systems do not have the "chicken-and-egg" syndrome of in-home systems. In this type of standoff, advertisers are reluctant to participate until a large number of consumers have terminals while consumers are hesitant to obtain terminals until the database contains the volume and type of information they want.

"Videotex in the home hasn't really begun to happen in the United States, and there are some people who question whether it will or not," says Lane. "Our best guess is it probably won't really begin to take off until the end of this decade; whereas, public-access videotex is something that is attracting a lot of attention from a large variety of companies, some very large, some very small. In almost every major city in the United States you can now find some kind of public-access videotex."

Newspaper-affiliated projects. In San Francisco, Chronicle Videotex began operating Teleguide in January under a licensing agreement with Infomart, a Canadian videotex company that launched Teleguide in Toronto in 1982. Infomart also has licensed Teleguide to The Arizona Republic and The Phoenix Gazette, which intend to introduce the service in Phoenix in September; to McClatchy Newspapers, which plans a September start-up in Sacramento, Lake Tahoe, Calif., and Reno; and to a non-newspaper company in Honolulu. Plans call for the Teleguide systems eventually to be linked so that, for example, a person at the San Francisco airport awaiting a flight to Phoenix could call up information about Phoenix hotels.

A similar service aimed at tourists is being developed in Orlando, Fla., by Tribune Media Services Inc., a newly formed subsidiary of the Tribune Co. of Chicago, publisher of The Orlando Sentinel and other newspapers. In June, it began installing terminals for its Video Guide service in Orlando hotels.

One feature of Video Guide is its printing capability. After browsing through the service's restaurant guide and selecting a restaurant, for example, a consumer can push a button and get a card with a map showing how to reach the restaurant.

According to Timothy J. Brennan, director of new product development for Tribune Media Services, the cards dispensed by the terminals also contain a discount coupon, which not only serves as an incentive to use the system but also provides the merchant with "demonstrative proof" that it was Video Guide that provided the customer's business.

Another type of public-access videotex system attracting newspaper participation is the more specialized shopping mall service, providing a directory of mall tenants and other information for shoppers.

Two shopping center services were launched last year in the United States with newspaper company participation. One, in Davenport, Iowa, is owned by the Quad-City Times, a Lee Enterprises paper. The other, in San Antonio, is a joint venture by Harte-Hanks Communications and Melvin Simon & Associates, a shopping mall developer and operator [presstime, Aug. 1983, p. 12].

Tribune Media Services is involved in this kind of venture, too. It began operating Shopper's Touch in a mall in Orlando in March in a joint venture with VideoNet Inc., a New York City company that also packages and sells computerized lobby directories for large office buildings.

All three shopping mall services consist of "kiosks" containing videotex terminals and video "billboards"—large screens displaying continuously changing text and graphic advertising.

More than a million pages of tourist-oriented information are called up every month on the 90 Bay Area Teleguide terminals installed so far. Restaurant information is the most popular.

Equipment for all three mall services was provided by Cableshare, a London, Ontario, videotex system packager.

While Infomart's Teleguide system uses terminals with keypads, Cableshare's systems, which it calls Touch 'N Shop, use touch-screen terminals. Another difference is that the Infomart systems run on mainframe computers linked to each terminal site by telephone line. Cableshare's systems use microcomputers at each location.

Public acceptance. Information from two U.S. projects indicates that public-access videotex services are popular with consumers.

More than a million pages of tourist-oriented information are called up every month on the 90 Bay Area Teleguide terminals installed as of mid-July. Restaurant information is most frequently sought. This may be because there are more restaurants listed on the system than any other information category, theorizes Joyce K. Routson of Kalt & Associates, the public relations firm for the system. The 4,000-page database also includes a calendar of events, retail shopping information, guides to points of interest and public-service information such as emergency phone numbers and bus routes, sports scores, weather forecasts, and guides in five languages on how to find staffed visitor information centers.

Routson says the San Francisco service has attracted more users than did the Toronto Teleguide at a similar stage in its development.

In the Davenport mall project called VideoTimes, the usage rate is 20,000 pages a day for the eight terminals. According to Joan M. Allison, project manager, the most sought-after information is the alphabetical directory of mall tenants and the "on sale today" listings. The 1,500-page database also contains news, weather, sports and financial information, a horoscope and a list of the 20 currently most popular recordings. Allison said a recent survey determined that 43 percent of the users use the service every time they visit the mall.

The system operators are not as forthcoming with their advertising statistics.

Bay Area Teleguide's public relations staff would not say how many paid advertisers use the system. Advertisers are charged an annual fee of $235 to put one page of information in the system. Volume discounts are offered.

VideoTimes has a monthly fee schedule based on the number of pages an advertiser buys. The fees range from $35 a page for a single page to $13 a page for seven pages. Between 45 and 60 of the mall's 160 tenants purchase ads each month, according to William M. McCraney, a VideoTimes sales representative.

Spokesmen for the two systems would not say how much money the companies had invested in the projects.

Ontario project. The London (Ontario) Free Press Printing Co. Ltd. put about $900,000 into three shopping mall systems before closing two of them in London and selling the third one in Toronto late last year [presstime, Jan. 1984, p. 37]. The project, a joint venture with equipment supplier Cableshare, also was supported by a $1.1 million grant from Canada's Ministry of Communications.

There were several factors contributing to the failure of the two London VideoPress systems, explains former project manager Peter G. Watson, now with a London cable-TV system. Some problems were related to the size and type of the malls, while some were due to erroneous assumptions of what kind of content would appeal to consumers, he says.

The first London system was launched in December 1981 in a mall with 300,000 square feet of leasable space. Not only was the mall too small to support the system, but its layout was so simple that a directory was not necessary, says Watson. "There really was no need for us to be there, to be honest."

In addition, he says, the mall catered to upscale shoppers who did not like to take the time to browse through the system.

The initial usage rate was only about 1,000 pages a week. Says Watson: "Our penetration was terrible."

The second system followed in six months. Not only was the mall larger, with 600,000 square feet of leasable space, but it had a more complex physical layout and was frequented by shoppers with more time to spend browsing through the system. The usage rate was about five times that of the one in the smaller mall, he says.

But the second system had other problems unrelated to usage. About 95 percent of the mall tenants were members of national retail chains not interested in an advertising program restricted to one site, Watson says.

However, the London project's biggest problem, as Watson sees it, involved the content of the database. Initially, in addition to the shopping mall directory, it contained information with "currency," such as news, weather and sports. But, he says, that information was deemed superfluous because it already was available in the traditional media, including newspapers.

Eventually, the content of the database was changed to information more closely limited to shopping questions and more likely to appeal to specific groups frequenting the malls, such as senior citizens. But, says Watson, it was not easy to interest shoppers in trying again. "By the time we really started to sort out the problem of why people weren't using it, it was too late because pretty much everyone had tried it" and apparently found it lacking, he says.

Another project experiencing some similar problems is the San Antonio joint venture between Harte-Hanks and the Melvin Simon mall development firm. Ad sales recently were taken over by Melvin Simon after it was determined that the former arrangement, when ads were sold by Harte-Hanks' leased cable-TV channel in San Antonio, did not work out. Harte-Hanks retains its equity position in the project.

Just as in London, sales staffers in San Antonio found that the advertising decisions for the mall's larger "anchor" stores were not made locally but regionally, according to Patricia LeMay Burr, Harte-Hanks senior corporate director of marketing.

As for the small mall tenants, she says, many were not ready to spend money on a new medium about which they were just learning.

Harte-Hanks Senior Vice President William G. Moll believes the target market for a shopping mall service is too narrow to make it advertiser-supported, although, he says, "as an amenity to a shopping mall it is outstanding."

While Harte-Hanks is minimizing its involvement in the San Antonio mall project, it is not shutting the door on videotex, says Moll. "It's a rapidly evolving business," he says. "We may find a fresh insight into videotex in the future that may lead us to try it again in a different way."

Where will videotex next venture? Some industry observers believe that from the still-evolving public-access arena, videotex will go "private" as corporations begin using it for intraoffice communications. Videotex Industry Association Chairman William W. Seelinger, manager of videotex market development at IBM Corp., predicts that the consumer and corporate videotex markets will develop at the same rate and that consumers eventually will use the technology throughout the day—at work, while shopping and at home. ☐

Others, too, try to catch the public eye with electronics

Newspaper companies are not the only ones "going public" with electronic information services and seeking advertiser support for them. For example:

- **ColorMedia Inc.**, of Pembroke, Mass., is installing computer animated billboards in shopping centers to provide news headlines and advertising. Similar to the electronic billboards used in sports stadiums, MallCasters use incandescent lamps to produce text and graphics.

ColorMedia is seeking local media organizations to supply the news for the systems even though there is no monetary gain for the news suppliers. The first MallCaster was installed in a Worcester, Mass., shopping center with news provided by the Worcester Telegram and Gazette.

- Coming in September to retail stores operated by Household Merchandising Inc. and Jack Eckerd Corp. is a hybrid videodisc/videotex public-access shopping service. Operated by **Comp-U-Card International Inc.** of Stamford, Conn., which has on-line shopping service for personal computer owners, this service goes a step beyond the public-access services operated by newspapers and allows shoppers to order merchandise using the Shopping Machine terminals.

The terminals will use a videodisc to display a product on one screen and videotex to describe the product on a second screen. Consumers order the item by inserting a credit card; the terminal will dispense a printed receipt, and the merchandise will be shipped to the consumer's home by the vendor.

New England Telephone's terminal

Two other public-access services are notable, but they do not involve advertising.

- One is a teletext service to provide information about the 1984 Summer Olympic Games. **Metrotext** uses the vertical blanking interval of Los Angeles TV station KTTV. A joint venture of station owner Metromedia and several other parties, the service is available on 220 specially equipped television sets located around Los Angeles.
- Another non-advertising service in the public domain is a prototype "videotex public-access terminal" installed in the Eastern Airlines terminal at Boston's Logan International Airport by **New England Telephone.** The terminal is, in essence, a pay telephone (charge calls only) with a computer keyboard. Persons can use the terminal to call up information from almost all of the existing on-line electronic information services, such as Dow Jones News/Retrieval, the Source and Nexis. Most of the services are accessible only to subscribers, but there are a few free databases available.

IS THE BARK AS BAD AS THE BLIGHT?

Questions about 'forest death'

BY PAUL KRUGLINSKI
presstime technical writer

Although repeated newspaper and magazine articles have warned in recent months about a "widespread environmental disaster" that threatens the world's forests, the people who make newsprint disagree.

The press reports—nearly all of which tie the problem to acid rain—are misleading, according to newsprint manufacturers. "I don't think there is any threat," says Ely Gonick, vice president/technology for International Paper Inc.

The phenomenon has been called both "die-back" and "forest death." Whatever the name, it results in stunted, abnormally slow tree growth—or even death. John E. Pinkerton, air quality program manager for the National Council of the Paper Industry for Air and Stream Improvement, or NCPIASI, characterizes the blight as "a progressive loss of needles, beginning at the top of the crown and branch tips, continuing inward and downward, with mortality in severe cases."

According to a variety of recent reports:

- In some areas, red spruce growth rate is 74 percent of what it was in 1965, and the number of sugar maple and beech trees has declined 25 percent.
- In the eastern half of the United States, yellow birch, black oak, sugar maple and hickory trees are incurring "hidden damage."
- Conifers in the Pine Barrens area of New Jersey have stopped growing.
- A University of Vermont study indicates that 50 percent of all trees in the northern tier of that state have died since 1965.
- The West German government has concluded that 2.5 million hectares (6.2 million acres), or about 34 percent of its forests, have incurred some damage.

Most of the species mentioned in the studies,—red spruce is a notable exception—are not used in the production of newsprint [presstime, Jan. 1983, p. 4].

Heated debate. Environmentalists, foresters and newsprint experts are in general agreement that these are the facts, but that's the extent of the consensus. Hot debates are raging on the extent of the tree blight or whether there is a "problem" at all.

At the core of the dispute is speculation on the effect of "acid rain," which is fog, rain or snow laced with sulfur dioxide and nitrogen oxides found in industrial plant smoke. When combined with water, these gases produce sulfuric and nitric acids.

Many environmentalists charge that acid rain is the culprit in tree blight, and they are calling for legislation to reduce the amount of sulfur and nitrogen oxides produced by heavy industry.

The issue is becoming a political football.

St. Regis Corp.

St. Regis Corp. worker cuts down debilitated tree.

Six Northeastern states have sued the U.S. Environmental Protection Agency, claiming it has failed to move to reduce the suspect emissions from Midwestern industrial plants.

In May, a bill was introduced in the House Energy and Commerce Subcommittee on Health and Environment that in part called for a 10-million-tons-per-year reduction of sulfur dioxide emissions. This provision was later removed.

Also in May, French President Francois Mitterrand proposed a world congress on tree blight. "The most urgent question for Europe is to safeguard the forest devastated by acid rain," he said.

The Convention on Long-Range Transboundary Air Pollution, a coalition formed in 1983 of most countries in Western Europe and North America and dedicated to finding ways to control air pollution, has called for a 30-percent reduction in sulfur and nitrogen emissions.

Some scientists say the acids from these emissions are carried by weather systems and then fall as precipitation to leach nutrients from the soil or dissolve toxic substances in the soil.

Others, however, question the effect of that action. "As far as the commercial timberland, no one knows the dimensions of the problem of forest damage," says Isaiah Gellman, executive director of the New York City-based NCPIASI. "No one knows if there is a problem."

As that organization's Pinkerton puts it: "The key unanswered question continues to be whether or not acidic deposition is having, or can have, any effect on forest productivity."

To further complicate matters, a recently completed Finnish study found that acid rain may have actually *increased* the growth rate of trees in Finland.

Also compounding the confusion is the source of the acids found in the soil.

IP's Gonick points out that the greatest source of manmade acids is emissions from utility power-generation plants, followed by car and truck emissions and nickel and copper smelting. However, the natural decomposition of humus produced by conifers also introduces huge quantities of acids into the environment, much more than the three largest manmade sources combined, he says.

The current position of the Canadian Pulp and Paper Association is that "concern" is warranted, but that much more research is required—particularly on the interplay among acid deposition, insect and disease infestation, drought, air pollution and altitude.

Whatever the cause, the extent of tree damage in North America so far has been far less than the devastation in Europe.

"The number of trees affected is so minute that it's insignificant," Gonick says. ☐

MINORITIES

The statistics show little progress, but momentum is growing for newspaper staffs to reflect more racial and ethnic diversity

BY MARCIA RUTH
presstime staff writer

In the wake of the riots that swept the country in the summer of 1967, a presidential commission dealt the press a stunning rebuke for its coverage of minorities.

The Report of the National Advisory Commission on Civil Disorders said the issue was not whether the press had reported the riots well or badly, but that the press was guilty of a "failure to communicate" the underlying tensions, as well as the nature of the daily lives, of a significant part of the population.

In words that still echo through discussions of newspapers and minorities today, the panel—known informally as the Kerner commission—said a primary cause of this "failure to communicate" was the fact that the media were "shockingly backward in seeking out, hiring, training, and promoting Negroes."

Sixteen years later, the numbers have changed little. Then, blacks held less than 5 percent of all media editorial jobs. Today, only 5.8 percent of newspaper editorial jobs are held by members of minority groups—Hispanics, Asians and Native Americans, as well as blacks. And the predominantly white newsrooms are mirrored by nearly all other departments in the newspaper plant. This despite the fact that more than 20 percent of the U.S. population belongs to these minority groups.

But the years since the Kerner Report have not been entirely idle for those who believe that U.S. newspapers should reflect the growing diversity of U.S. society, where minorities are expected to number 30 percent by the end of the first quarter of the 21st century.

Beginning with a small group of activists, financed by a few newspaper foundations and groups, and spurred on by the American Society of Newspaper Editors, the campaign to bring ethnic and racial diversity to newspapers may be ready to take hold. Newspapers appear to be on the brink of moving more rapidly toward ASNE's 1978 goal to have minorities' representation in the newsroom equal to their percentage in the U.S. population by the year 2000 [presstime, June 1984, p. 44].

Whether there has been a true turning point in the industry's general attitude toward hiring minorities is difficult to measure, but the indications of such a heightened consciousness are growing. What is not difficult to measure is the belief on behalf of many that there is an absolute necessity for such a change.

"Ultimately there is not going to be a natural change or any real change until editors who are in charge believe in the competence of people of color in journalism, that they really are ready, that they really are intelligent enough to do the job," says Nancy Hicks, former president of the Institute for Journalism Education, an independent training program that placed more than a quarter of the less than 100 minority journalists who got newsroom jobs for the first time last year. "Until there is an acceptance of the intelligence and the cultural difference of minority journalists," she says, "the change in employment isn't going to be made."

Even among those minorities who have "made it," there is a belief that the industry's commitment to diversity is often not strong enough to outweigh the inconvenience of seeking minority talent. Typical of the comments received from a recent confidential survey of the 47 recipients of three years' worth of the ANPA Foundation's Minority Fellowships is the following: "Most people in newspaper management are completely out of touch with the minority communities, are unconsciously resistant to affirmative action, and basically do not really perceive why it might be to their advantage to hire and promote (particularly promote) minorities."

Impatient with waiting for attitudes to change, some industry leaders have simply plunged into the job. "There aren't any excuses anymore," says Christy C. Bulkeley, who as publisher of The Commercial-News in Danville, Ill., raised minority employment from zero to 20 percent in the newsroom and to 17 percent overall in less than eight years.

Now publisher of another Gannett Co. daily, The Saratogian in Saratoga Springs, N.Y., Bulkeley says the key to integrating the newsroom is integration of the entire paper. Total employment, she says, "needs to reach a critical mass to make [minority hiring] natural rather than extraordinary." Does it work? Her answer is to tell of a black copy editor hired away from a paper where she had been the only minority employee. Bulkeley recalls taking her on a tour of The Commercial-News building her first day. "You could just see her relax. She could see minority people everywhere. Nowhere was she going to be the highly visible minority person."

But on the other side of Bulkeley's warm anecdote are the cold statistics. While minority employment in the largest papers [those with more than 100 employees must file with the federal Equal Employment Opportunity Commission] reached 12.5 percent in 1980, minorities were concentrated in the lowest-level job categories. And they are virtually absent from smaller papers.

A survey earlier this year by ASNE—the only press organization compiling statistics about minorities, and then only on the editorial department—reports that 61 percent of U.S. dailies had no minorities at all in their newsrooms in 1983. Not only were newsrooms 94.2-percent white, but 97 percent of all news executives were white, ASNE reported.

Newspapers' progress in both hiring and advancement of minorities has been slower than that of broadcasting, where minority employment in 1983 was 15.3 percent overall, 13.7 percent among professionals and 9.5 percent among managers. Broadcasters are subject to the Federal Communications Commission employment guidelines, which are more stringent than EEOC guides. The FCC calls for stations with more than 10 employees to have minority employment equal to 50 percent of minority representation in the local labor force.

For newspapers, at the current rate of improvement—two-tenths of a percent in the past year—parity in the newsroom will be achieved "three generations late," says Loren Ghiglione, chairman of ASNE's Minorities Committee and editor and publisher of The News in Southbridge, Mass, referring to ASNE's goal for the year 2000.

And some members of non-editorial departments are even more pessimistic. "It's going to be a good 20 years before the marketing side catches up to where editorial people are now," says Orage Quarles, who last year became the first minority advertising manager of a general-circulation daily, Gannett's Sun in San Bernadino, Calif. "We have to focus on the news*paper*," he says "not just the news*room*."

"It really takes a heightened sense of awareness that this industry has a problem recruiting minorities," says John Seigenthaler, editorial director of USA Today and immediate past chairman of ASNE's Minorities Committee. "It's like every other affirmative-action program," he says, "there can't be calculable cost-benefit ratios going in."

Self-Interest. Nevertheless, there seems to be a growing belief that hiring and promoting minorities is good business, and that lends weight to the theory that some appreciable gains may soon be scored.

"We are not just trying to get more blacks or Hispanics or Asians into jobs," says Ellis Cose, the current president of the Institute for Journalism Education. "What we are essentially trying to do is to help the newspaper industry improve itself by helping it come to grips with the diversity of the society, and it seems that it is impossible to do this without a great deal of diversity in the newsroom."

Increasingly, editors are beginning to perceive that, in the words of Laurence G. O'Donnell, associate editor of The Wall Street Journal, "a newspaper is only as good as the diversity of the eyes and ears on its staff."

Similarly gaining currency is the perception that hiring minorities can also be, in the words of Gannett Chairman and Chief Executive Officer Allen H. Neuharth, "the smart business thing to do." "If your leadership does not reflect your readership, you're just not going to do well," says Neuharth, whose company leads the industry in minority hiring on both the editorial and the business side. "If you have all white males putting out a newspaper," says Neuharth, "you have a minority newspaper."

Not only is the percentage of minorities in the country increasing, but their concentration in large metropolitan centers and certain regions has accentuated their influence beyond actual numbers. With the movement of whites to the suburbs, minorities now comprise, on average, more than 40 percent of the population of the nation's 20 largest cities.

The face of American politics is also shifting their way. Blacks are now mayors of cities like Los Angeles, Chicago, Philadelphia, Detroit, Atlanta, New Orleans and Richmond. Hispanics head city halls in Denver and San Antonio. And as a minority candidate, Jesse Jackson, received serious consideration for the presidential nomination of a major political party for the first time, the predominantly white media got a taste of their

The Los Angeles Times' Pulitzer Prize-winning reporting team celebrates.

vulnerability to lack of information about the minority community. Observers said they appeared to be as surprised by Jackson's strength in 1984 as they were by the riots of 1967.

"We've been telling them that this story existed since last year," says Mervin Aubespin, president of the National Association of Black Journalists and a staff writer at The Courier-Journal in Louisville.

In some of the major urban centers of the Northeast—most recently in Boston, Chicago, Baltimore and New York—newspapers are being challenged by minority groups questioning the validity of coverage by a predominantly white press [presstime, June 1984, p. 68].

"Jackson's candidacy has made everybody ask whether there is fair coverage and whether there are enough black hires—and these are good questions," said Baltimore Sun Publisher Reg Murphy, whose paper responded with an agreement to accelerate minority hiring. "These protests are going to spread," he says. "Every publisher has got to look at this."

Whether such perceptions of alienation from the total community account for the lower readership of general-circulation papers by blacks was studied by the Newspaper Readership Project that ended last year. In 1979, when the study was made, 57 percent said they read a paper "yesterday" compared to 70 percent of whites.

The report attributed some of the difference to generally lower demographics among blacks and to circulation problems in central cities. But it also observed that "to the extent that the daily newspaper represents 'The Establishment,' those who feel themselves outside the Establishment are likely to be alienated from the newspaper," and "a newspaper with an all-white editorial staff may fail to report items which are news to the black population, not intentionally but simply from lack of awareness."

In a 1984 readership study for ASNE, Ruth Clark reported that blacks feel newspapers do not cover them enough. "Black readers complain that reporters only come around when there is trouble in the black community." Blacks "believe that newspapers hire very few black reporters or editors," Clark wrote in "Relating to Readers in the '80s" [presstime, May 1984, p. 52].

Similarly, a book-length study of the Hispanic community, financed by the Gannett Foundation and conducted in seven communities in the Southwest by researchers at Michigan State University, concluded that Hispanics also think news of their communities is often "stereotyped" or inadequate [presstime, April 1982, p. 47].

Michael Burgoon, a researcher now completing a similar study of Spanish-speaking groups in the Northeast for the Spanish-language El Diario-La Prensa of New York City, says that like Clark's findings for ASNE, "our data show the Mexican-American people want a well-balanced newspaper, more hard news, more news they can use. . . . So turn out a better newspaper, and they will beat a path to your door."

Increasingly aware of the readership gap, some newspapers—particularly those with a sizable number of minorities on staff—are examining their own coverage of minorities.

In Philadelphia, for example, the Inquirer's associate editor, Acel Moore, found after a four-month study of the Knight-Ridder paper's coverage of the black community in late 1982 and early 1983 that it veered from one "flash point" to another, from "an overabundance of coverage of those blacks affected by cuts in social programs and those involved in crime" to sports heroes and "significant achievers" such as the first black mayor of Chicago or Philadelphia. Because "the vast majority of blacks in America fall between the cracks," receiving no coverage, Moore observes that "many days and some weeks there is a total white-out of news about black America."

Following the study, Moore attributes part of the Inquirer's success in covering the subsequent election of Philadelphia's first black mayor to the raised consciousness of the staff.

A digest of organizations that are ready to help

For those papers that want to hire minority journalists but lack corporate group assistance, access to local talent or the resources to do long-distance recruiting on their own, there are organizations ready to help with recruiting conferences and job candidate lists. Some of the most active include:

- National Association of Black Journalists, whose annual convention Aug. 16-19 in Atlanta will include its first annual "Job Fair" for entry-level and professional jobs. Booth spaces for recruiters are available at $75 a day. Contact Cecilia Lyons, 875 Cascade Ave. SW, Atlanta, Ga. 30311; (404) 758-7597. NABJ also is compiling a directory of black journalists and will assist newspapers in locating job applicants. NABJ, 525 W. Broadway, Louisville, Ky. 40202; (502) 582-4990. Mervin Aubespin, president.
- California Chicano News Media Association, which sponsors a Journalism Opportunities Conference for Minorities in Los Angeles in February. In 1984, about 400 journalists attended; approximately 15 percent received job offers for internships or full-time positions. CCNMA Jobank is a computerized job referral service for Hispanic professionals and students in journalism and media-related fields such as advertising and public relations. CCNMA, School of Journalism, University of Southern California, Los Angeles, Calif. 90089; (213) 743-7158. Magdalena Beltran, Jobank coordinator.
- Asian American Journalists Association, which participates in the CCNMA conference and is developing an informal list of job openings for minority journalists. AAJA, Japanese American Cultural and Community Center, 244 S. San Pedro St., Room 411, Los Angeles, Calif. 90012. AAJA President Bill Sing, business writer, Los Angeles Times; (213) 972-4767.
- National Association of Hispanic Journalists, which was formed this year and is sharing CCNMA facilities. It is considering establishing both East and West Coast offices. Executive Director Frank Newton; President Gerald Garcia, publisher, The Tucson Citizen, Tucson, Ariz.
- Howard University, which has sponsored an Annual Communications Conference since 1972. Over 1,500 people attended the four-day meeting last February, including recruiters from print and broadcasting media and journalism graduate schools. Department of Continuing Education and Community Service Programs, 4th and Bryant Sts., NW, Washington, D.C. 20059; (202) 636-7491.
- Newsday, the Times-Mirror-owned Long Island daily that sponsored its first two-day Minority Job Opportunity Conference last February. Unlike the Howard, CCNMA and NABJ

For those newspapers covering their minority communities in depth during 1983, the editorial rewards were rich. The Boston Globe won a Pulitzer Prize for a study of minority-hiring practices, or lack thereof, by the city's major employers (including the Globe). The Los Angeles Times won a Pulitzer for a 27-part series on its Hispanic community, now one quarter of the area's population. The series was written, edited and photographed by an Hispanic staff.

It was the revelation that the Globe was among Boston's worst offenders in minority hiring that led to a commitment by the paper to increase it. At the Times, the increased contact with the local Hispanic community has brought a variety of news stories which are "not the kind of thing that comes across the city desk in a press release," says Assistant Metro Editor Frank Sotomayor, who coordinated the series. "What we are looking for is continuous, sustained effort to keep tabs on what is happening in the Latino community."

Joe Skipper, AP

Associated Press Miami reporter Doralisa Pilarte interviews Fidel Castro during Jesse Jackson's mission to Cuba.

Difficulties. But even such commitments to increase minority hiring do not guarantee success. The obstacles are formidable. "There is deep dissatisfaction at the highest levels of my company with the progress we've made," says O'Donnell of The Wall Street Journal, which has been one of the most active minority recruiters of the past few years. "There is the feeling we have tried, we've had the best of intentions, but we just haven't

meetings, the Newsday conference is restricted to newspapers. More than half of the 250 students and recent graduates attending the conference received "offers or consideration for current or future job positions or internships" from the 51 papers recruiting, Newsday said. Newsday, Long Island, N.Y. 11747; (516) 454-2186. Reginald Tuggle, community affairs manager.

- Institute for Journalism Education, which has three options:

JOBNET provides requesting newspapers with selected names, resumes, references and writing samples of minority applicants. Since 1979, JOBNET has placed more than 100 minority journalists with U.S. newspapers.

JOBNET, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-3503. Gregory Lewis, director.

The other two IJE projects are both summer programs that guarantee job placement upon graduation. Newspapers sponsor minority staff members accepted by the Editing Program for Minority Journalists and agree to hire graduates of the Summer Program for Minority Journalists, which trains reporters. EPMJ, School of Journalism, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777. Debra Castelan, coordinator. SPMJ, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962. Robin Azi, coordinator.

- American Society of Newspaper Editors, which has scheduled a series of eight regional recruiting conferences over the next six months--Amherst, Mass., in September, Cleveland and Seattle in October, Memphis and Tucson in November, Texas in December, Los Angeles in February, and Northern California in January. ASNE has compiled a list of 1984 minority graduates of journalism schools and will compile a list of summer graduates and seniors enrolled in the Fall. ASNE, P.O. Box 17004, Washington, D.C. 20041. Carl E. Morris, director of minority affairs, (703) 620-6087.

- Dow Jones Newspaper Fund, which conducts informal job placement for former editorial interns. DJNF, P.O. Box 300, Princeton, N.J. 08540; (609) 452-2820. Thomas E. Engleman, executive director.

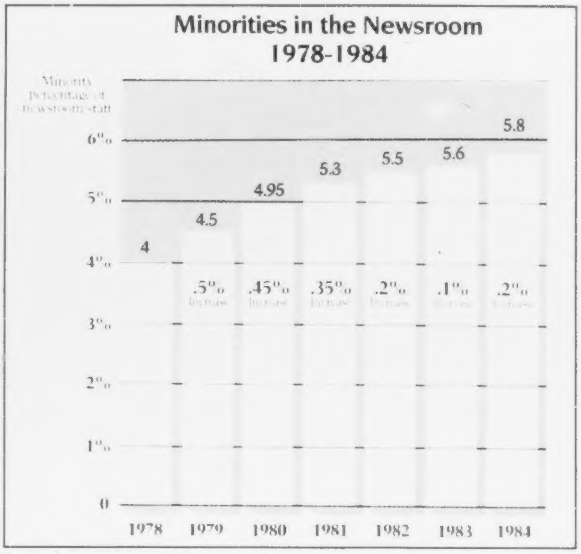
- There is currently no active nationwide organization of Native American journalists comparable to the associations already formed by black, Hispanic and Asian journalists. However, the newly formed Native American Press Association, which includes journalists as well as publishers from Indian newspapers, is a step in that direction. (See story, p. 42.) Until an official address and phone number are established, contact William L. Dulaney, School of Journalism, Pennsylvania State University, 215 Carnegie Building, University Park, Pa. 16802; (814) 865-1503.

- For papers seeking minority sports writers and editors, there is an informal list kept by Larry Whiteside, a sports writer for The Boston Globe. Now numbering about 95 blacks, Hispanics and women, the list started in 1978 with 15 names. Sports Department, The Globe, 135 Morrissey Blvd., Boston, Mass. 02107; (617) 929-2868.

gotten the results."

The reason most often cited is that the "farm club" system—the movement from smaller to middle-size to larger papers that characterizes the career paths of most journalists—does not seem to be working for minorities. In a persistent Catch 22, the most frequent complaint of larger papers is that minority applicants lack experience. Yet the places where reporters traditionally gain experience—smaller papers in smaller communities—are the least likely to hire minorities. (See chart, p. 20.)

With minority populations concentrated in the nation's urban centers, this employment gap is often attributed to reluctance on the part of minorities to work in largely white small communities and on the part of editors to seek or consider minority applicants in communities where few minorities live.


Minorities in the Newsroom 1978-1984

Source: American Society of Newspaper Editors

Some editors in these predominantly white communities agree with Michael J. Jacobs, editor of the Grand Forks (N.D.) Herald, who recently added a black artist and an Hispanic reporter to his staff. "I like having a newsroom full of people with different viewpoints and different experience in the world," he says. Yet a 1980 ASNE survey found the opposite viewpoint to be more prevalent. Typical responses, noted the survey, were more in line with the Montana editor who said, "We have no minority population to cater to," or with another who said, "The purpose of a small-town newspaper is to inform the readers and to serve the community, not to embark on social engineering."

This attitude is not only bad for aspiring minorities, "it is bad for newspapers, and I think it is bad for the country," says Robert Maynard, who in 1981 became the first black publisher of a general-circulation daily, The Tribune in Oakland, Calif.

Raised in Brooklyn, Maynard credits his six-year stint as the only black reporter for the less-than-50,000 circulation York (Pa.) Gazette—where he covered agriculture, the suburbs and community government in a predominantly white community—as the critical training-ground for his subsequent career at The Washington Post and in Oakland. "There is a difference between what you learn in a big city and what you learn in a small town," he observes. "And as I look at it, the minority journalists that I know who had the opportunity to live in and work in small communities as well as big cities are much better rounded as journalists than those who only have one kind of experience."

Some say the problem of attracting minorities to newspapers can be traced to the educational system. Minority enrollment in predominantly white journalism schools is low, and newspapers tend to overlook recruiting at the approximately one dozen historically black colleges and universities with schools of journalism. Only one of these programs, Florida A&M in Tallahassee, is among the 81 approved by the Accrediting Council on Education in Journalism and Mass Communications. Yet Lionel C. Barrow, Jr., dean of Howard University's School of Communications in Washington, D.C., estimates that "of the total number of blacks enrolled in journalism programs, 40-50 percent are enrolled in traditionally black colleges."

Moreover, says Florida A&M Dean Robert M. Ruggles, "Journalism is not yet getting its fair share of the best and the brightest." Bright minority students are moving into other professions at a faster clip than they are entering journalism, Ruggles says. He attributes the problem to the media's poor history of minority hiring. "If young people don't see role models, why should they go into the media?" he asks.

To make matters worse for newspapers, studies show minority journalism graduates turn to broadcasting at a higher rate than whites, a trend often attributed to broadcasting's need to conform with FCC regulations and its increasing placement of minorities and women on camera.

For other observers, the missing key to more minority hiring, as well as better coverage, is the lack of minorities in management or hiring positions. "We are not going to significantly change the status of minorities in U.S. journalism until we have more minorities making decisions," says the Los Angeles Times' Sotomayor, one of the highest-ranking Hispanics at a general-circulation daily newspaper.

Leaders. All these obstacles notwithstanding, an increasingly public effort to meet newspapers' minority challenge is emerging. To combat the failure of traditional pathways to move minorities upward, new road is being paved by some larger papers, newspaper groups and press organizations.

AP

AP's Mike McQueen chats with security guard at Florida Capitol.

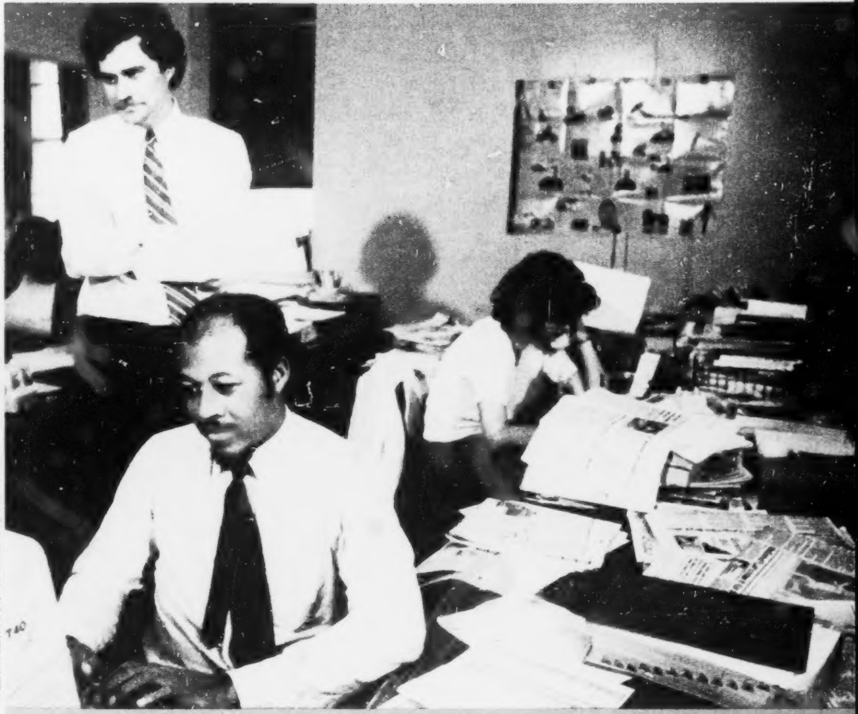
Among newspapers, it is the groups that have been in the vanguard of minority hiring. And among groups, the acknowledged leader is Gannett Co., where the "top down" hiring philosophy has brought the minorities' level at the company, which includes 85 dailies, to 17 percent of all employees—12 percent of professionals and 8 percent of managers.

"You have to believe in it, then practice what you preach," says Chairman and CEO Neuharth.

"We have a corporate commitment, not just a paper program," says Madelyn P. Jennings, Gannett's senior vice president for personnel and administration. In the yearly evaluation of Gannett executives on "profit," "product" and "people," she says, "the largest portion (of the people category) is evaluation of efforts in the area of equal opportunity."

Actively recruiting on 40-50 college campuses and in non-traditional places like Urban League conventions, Gannett also offers about 60 internships, split between news and business jobs. These placements offer minorities experience at small and middle-size papers that may want to hire minorities but are not large enough to do nationwide recruiting, says James Robert (Jimmy) Jones, Gannett's director of affirmative action.

Creating all of the industry's dramatic breakthroughs with minority publishers at general circulation dailies in one year, Gannett followed Maynard's July 1981 appointment with that of Pam McAllister-Johnson as the first black woman four months later at The Ithaca (N.Y.) Journal [presstime, Aug. 1982, p. 23] and the appointment of the first Hispanic, Gerald Garcia, at the Tucson (Ariz.) Citizen before the end of the year. (See profile, p. 30.)



Mark Mahoney Jackson Daily News

Jackson (Miss.) Daily News City Editor Curtis Coghlan checks work of reporter Jimmie Gates.

At Capital Cities Communications, a minority intern program has, in less than a decade, provided 75 full-time minority staffers—all of whom are still on newspapers, 50 of them at the New York City-based firm's 10 dailies.

The program has grown from four to 12 interns a year, each of whom spends three months at each of four company dailies. Often they are hired for full-time positions before their year's training is completed. President and Chief Executive Officer Daniel B. Burke explains the rationale for the program this way: "I just made up my mind a company as big as ours should take the extra step."

At Knight-Ridder Newspapers, minority employment in the newsrooms of its 30 dailies now averages 9.2 percent, more than triple that of 1979. As an incentive, the company pays up to a year's salary for minorities hired by individual papers within the group over and above their budgeted staff, with the understanding the paper will pick up the tab when a budgeted position becomes available. Over the past 10 years under this program, about 275 positions have been filled by minorities.

The Newhouse-owned Cleveland Plain Dealer, in a city 43.8 percent black, has the most top black editors at any one paper: Managing editor Robert G. McGruder, Business Editor Ernest Holsendolph, State Editor Gregory L. Moore and the nation's only minority sports editor, Thomas Greer. Managing Editor William C. Barnard says the paper simply seeks "the best available talent. ... Race had nothing to do with their selection."

The Boston Globe since 1978 has included two or three minority interns a year who do not have the daily newspaper experience normally required on the Globe's editorial staff but who are considered to have "potential," says Ann Moritz, assistant to the editor. Of the 13 interns so far, all but one are now in staff positions at the Globe or other major papers.

As some larger papers conduct nationwide searches for minority talent, others of more modest size are integrating more naturally, tapping into local talent formerly segregated from all-white institutions, including the press.

"We've been trying to take the mountain to Muhammad; now we can reverse it and take Muhammad to the mountain," says Charles L. Overby, executive editor of The Clarion-Ledger and Jackson (Miss.) Daily News. Purchased two years ago by Gannett, the papers' news departments are now about 10-percent black, in a city 47-percent and a state 37-percent black. Most of the minority staff members are native Mississippians.

"This is where blacks live. Why should they have to leave their homeland?" says Overby. "They don't have to sit around as copy clerks and trainees, they can sit at the table in Jackson."

While these and other newspapers are at the point position in the newspaper business' drive to improve its minority representation, they are increasingly supported and cheered on by the various professional press organizations—most notably the American Society of Newspaper Editors.

Rededicating itself to its goal of parity in newsrooms by the year 2000, ASNE has an answer to the most frequently voiced reason for not hiring minorities: "We can't find anyone qualified."

"While it may be true that some of us think in terms of supply—'Where are (the minority journalists)?'—it is important to say they are not there because for too long we weren't looking," says ASNE President Richard D. Smyser, editor of The

Oak Ridger in Oak Ridge, Tenn.

Alone among professional newspaper organizations, ASNE has a full-time staff member, Carl E. Morris, assigned to direct an ambitious program to carry out the society's 1980 call for an "organized, well-financed and long-term campaign" to boost minority representation [presstime, June 1984, p. 44].

Sharing ASNE's goal, the Associated Press Managing Editors Association has over the past five years provided a series of reports on minority journalists. Currently under way is a study of 17-year-old minority students who score well on college aptitude tests but reject journalism as a career.

Turning to Education. At the same time that some newspapers and press groups are working to increase minority representation in newspapers now, other organizations are taking a different approach to the same goal by sponsoring programs to improve the quality of minority students and journalists through education.

The first formal effort to confront the problems identified by the Kerner report came from outside the industry, with Ford Foundation funding of the Summer Program for Minority Journalists at Columbia University. Beginning in 1969, the program placed with U.S. newspapers 12-16 graduates a year for five years.

When funding ended, it relocated to the School of Journalism at the University of California in Berkeley, and formed the umbrella organization Institute for Journalism Education, which has continued to train and place minority reporters and editors. Next on the drawing boards for IJE, whose $500,000-plus budget is supplied primarily by newspaper foundations, is management training.

Also an early participant in educational efforts was the Gannett Foundation, which under the leadership of Gerald M. Sass, vice-president/education, has poured more than $4 million into minority programs for the newspaper industry over the past decade.

In addition to the $833,259 it gave to IJE during this period, the foundation put $469,069 into the Consortium for the Advancement of Minorities in Journalism Education, which helped to place nearly 100 graduates of historically black colleges in graduate schools of journalism. Comparable support went to Howard University, primarily for annual recruitment conferences, and to the organization of Hispanic journalists. Additionally, Gannett spent hundreds of thousands to shore up journalism programs in predominantly black colleges and to finance minority students in primarily white journalism schools.

Furthermore, it was the Gannett Foundation that backed up the public leadership of ASNE by funding the conferences and studies designed to raise the consciousness of the nation's editors, including the annual minority survey.

ANPA Foundation used a $100,000 grant from the Robert R. McCormick Charitable Trust and contributions from about a dozen newspaper groups to fund more than 400 partial scholarships to minority journalism students from 1968 to 1978. Then, responding to the need to move more minorities into management, the foundation established minority fellowships for ANPA and other organizations' seminars, granting 47 since 1980.

As newspapers themselves became more interested in seeking minority journalists, they found it desirable to reach minority students before they reached the graduate, or even the college level—before they had made career choices other than journalism.

Most active in reaching high school students is the Princeton, N.J.-based Dow Jones Newspaper Fund, which since 1968 has trained more than 3,000 minority high school students in summer Urban Journalism Workshops cosponsored by journalism schools and local newspapers all over the country. Of these students, who receive hands-on training from professionals while producing their own newspapers, the fund estimates 10 percent end up working for newspapers and 20 percent elsewhere in journalism.

Some newspapers have developed high school programs on their own, with the understanding that students may or may not wind up working for them as adults. "If they are not stars with us, they can be stars someplace else," says Heath J. Meriwether, executive editor of The Miami Herald, which selects six black high school students a year to work on its twice-weekly suburban sections. Meriwether, former vice-chairman of ASNE's Minorities Committee, says that in addition to producing good work for the Herald, the program has helped the students to "clearly identify journalism as the career they want."

In one of the few programs initiated by independent papers, the Nashville Banner awarded $1,500 scholarships to three of the nine minority students who completed a four-week training program this year. And some are reaching even further down the educational ladder. In a pilot program, the Akron (Ohio) Beacon Journal, with the help of Kent State University journalism students, led 35 junior high school students through the production of three eight-page tabloids in the course of a year.

Making it. For all the educational programs, and for all the best efforts of the handful of leaders out in front forcing progress, the challenge of minority journalists has barely begun once they have managed to claim a seat in mainstream newspapering. The question of acceptance still looms.

For some, it is as simple as the loneliness of being the only one. After three years of being the only black at meetings of the International Newspaper Promotion Association, Charles V. Pittman says "people come up to me and say, 'How can you do this?' It's not easy, but I go, and I think when I am there it raises their consciousness to some degree," he says.

At the Daily Times and Morning News in Erie, Pa., where he is both promotions director and classified advertising manager, Pittman says he is frequently frustrated by the staff's inability to see minorities as they see themselves. As an example, he mentions trying to explain that a Mother's Day

Percentage of Newspapers Employing Minority Journalists 1978, 1981-84

Circulation	1978	1981	1982	1983	1984
Over 500,000	100%	100%	100%	100%	100%
250,000 to 500,000	100	100	100	100	100
100,000 to 250,000	100	100	100	100	100
50,000 to 100,000	77	87	89	87	89
25,000 to 50,000	46	59	60	57	56
10,000 to 25,000	23	32	35	37	31
Under 10,000	12	14	14	16	18

Source: American Society of Newspaper Editors piece could include a picture of a black mother. "Blacks are mothers," he says, "but they just don't see it that way."

Minority reporters are subjected to more rigorous questioning of their biases and motives than are others, maintains NABJ's Aubespin. Covering the Jackson campaign, for example, black reporters found themselves "in a precarious situation," he says. "On the one hand we have black leaders who think we are too harsh with our coverage; on the other hand we have white editors who scrutinize our coverage too carefully to see if we are too soft. When all we really want to do is our job."

While some minority journalists feel isolated in small towns or small papers where there are few other minorities, reporters on large papers often chafe at being cast in minority roles, assigned to the "ghetto" or the "taco beat" instead of covering business or sports or city government or fashion, or other subjects in line with their training and interests.

But at the same time, there is a growing group of minority journalists eager to bring their unique perceptions into mainstream papers that serve a sizable minority population.

At the San Francisco Chronicle Perry Lang (right) and John Ikeda, graduates of the Summer Program for Minority Journalists, work on a story.

"I have difficulty visualizing anything as rewarding as working in the newsroom of one's home town, especially when the media historically fueled the hostility to blacks," says Rose Ragsdale, a business reporter at The Clarion-Ledger in Jackson who earned a master's degree in communication from Stanford University, then returned to the city where she grew up. "I can't see anything more rewarding than to be able to make a contribution to this paper, to provide responsible coverage for the paper of record in Mississippi."

"Not a day goes by that I don't use my Spanish," says Virginia Escalante, who contributed a personal account of working alongside her parents as a migrant worker to the Times' Pulitzer Prize winning series. A 1979 graduate of IJE's summer training program for reporters and the first in her family to attend college, Escalante says "the need for more minority reporters can't be exaggerated."

Echoing some of the comments of the Kerner report, Escalante says lack of coverage "perpetuates the racial isolation, promotes racism and also misleads people into thinking minority communities are not changing, are not doing anything." "I don't mind being seen as a minority journalist," she says. "That's one of the reasons I went into journalism. I saw the need for more accurate portrayal of Chicanos."

Percentage of Newspapers With No Minority News Executives, 1984

Circulation	
Over 500,000	0
250,000 to 500,000	43%
100,000 to 250,000	64%
50,000 to 100,000	83%
25,000 to 50,000	94%
10,000 to 25,000	96%
5,000 to 10,000	96%
Under 5,000	99%

Source: American Society of Newspaper Editors

Whatever their attitudes toward minority coverage, most of the minorities talk about the pressure. "I can't just be average, I have to be super," says one black man, the only minority in his department. And when a member of a minority group is not successful for some reason, other minorities feel the pressure even more. "Have you ever heard it said: 'We hired a white male journalist once. He didn't work out, so we're not going to hire any others'?" asks Edith Auslander, co-director of IJE's summer editing program. "I've heard it said about minorities and women."

Some, who have been with the issue for years, are discouraged by the fact that movement toward more minority hiring is coming primarily from places where there has already been progress, while nearly two-thirds of U.S. dailies have no minorities at all in their newsrooms.

USA Today columnist Jay Harris, who as an assistant dean at Medill School of Journalism at Northwestern University conducted the annual minority survey for ASNE, says, "It is as if you have four or five horses in a 1600-horse race who are already up in front of the pack. The pack is still at the starting gate, and these five horses have picked up a little steam. The question is: 'How much should we applaud?'—because the whole field of horses is not moving that much faster."

But others like John Seigenthaler, who chaired ASNE's Minorities Committee in 1982 and 1983 when momentum appeared to grow, sees the glow of real progress on the horizon.

"If every small newspaper in the South where there is a wealth of traditionally black colleges and universities would make that first breakthrough," he says. "We could turn those numbers around. . . . If every sports department in the country would be sensitive to [the predominance of the black athlete] and respond to it, we'd make that breakthrough overnight. If every major newspaper in every community where there is a black mayor or an Hispanic mayor or a major black or Hispanic or Asian population would initiate training programs, not drain off from small newspapers . . . split their interns half and half for about four or five years, we'd make that leap forward.

"I know it's going to come," says Seigenthaler, "because it has to." ☐

Use of credit cards for classifieds, subscriptions offers many advantages

BY MARGARET GENOVESE
presstime staff writer

Two years ago, with bad debts for classified advertising running at an alramingly high level, the Beverly (Mass) Times took an unusual step: It started requiring payment in advance for classified advertising placed by individuals.

But while trying to cut bad-debt losses, the Times did not want to inconvenience customers who prefer to phone in classifieds. So the newspaper began offering the option of paying by Visa or MasterCard. By stating one's card number, a customer could complete the transaction by telephone.

Accepting credit cards is nothing new at newspapers. A recent survey by Allied Daily Newspapers, which represents papers in the Northwest, found the practice among its members goes back nearly a decade.

But survey results also indicated that interest in the topic appears to be growing. One paper said it started accepting credit cards only this year, and four others said they are considering doing so.

Of the 24 Allied members saying they already accept credit-card payments, 17 do so for both classified advertising and subscriptions, six for classifieds alone and one for subscriptions only.

Pluses. "It's a good service for the advertiser and it also encourages advertising because it is so easy to make the transaction," says H. Robert Hirsch, classified advertising manager at Newsday of Long Island, N.Y. That newspaper has been accepting credit cards for 10 years in transactions involving private-party classifieds.

In addition, says Hirsch, the arrangement improves cash flow because the newspaper gets its account credited immediately upon turning in the bank card drafts. Credit cards also cut down on billing procedures, he says.

Another plus to "plastic" is that it reduces the risk of non-payment, newspaper executives say. This is because the credit-issuing bank or credit-card company assumes the risk, unless the newspaper does not follow proper procedures (accepting an invalid number, for example) or some sort of customer dispute is involved.

Most newspapers accept only bank cards, although some also accept so-called "travel and entertainment" cards such as American Express or Diners Club, which consumers are more apt to use for business and expense-account purposes. To obtain a subscription to The Wall Street Journal, for example, a person may tender his or her American Express, Diners Club, Visa or MasterCard. "The reason that we use them is basically convenience," says a spokesman for the newspaper.

For newspapers offering this customer convenience, there is a price tag, of course—a handling fee.

Fees vary, depending on such things as the volume of transactions and the amount of the average charge—the higher the volume and average charge, the lower the fee. Fees at one Virginia bank with a Visa and MasterCard operation, for instance, range from 1.5 percent to just over 7 percent.

Credit cards are seen not only as convenient for customers but also advantageous to newspapers because they improve cash flow, reduce billing and lessen the risk of non-payment.

Assistant Controller Scott M. Diehl of the Eugene (Ore.) Register-Guard, says paying the fee is worth it to his paper, which accepts Visa and MasterCard for classified-ad payments. "The private-party, transient sort of classified is where we have our biggest risk, or largest exposure, on the collection side," he says, adding that "in that area, we are willing" to pay a 3-percent fee "to ensure we get the payment."

These "transient," or non-contract, classifieds have the worst bad-debt record of any newspaper advertising category, averaging 4.38 percent of revenues, according to an ANPA Credit Bureau Inc. survey of about 100 newspapers.

But whether a newspaper would find it worthwhile from a collections standpoint to accept credit cards depends on individual circumstance, says ANPA/CBI Vice President James Ralph. If a newspaper's bad-debt ratio is lower than the amount it would pay to use the credit-card system, "it is of no value to them," he cautions. "They only start to make money on it when they have a very high bad-debt ratio."

At the Beverly Times, requiring prepayment and accepting credit cards have reduced the bad-debt rate from 10 percent to 2 percent, according to Classified Manager Linda Stahl.

The Times is rare among daily newspapers in requiring prepayment of all private-party classifieds, according to Frank B. Harris, general manager of the Association of Newspaper Classified Advertising Managers, but many newspapers have certain high-risk categories in which payment in advance is mandatory.

Payment in advance, or PIA, is becoming increasingly common among newspaper circulation operations, and credit cards facilitate such subscription plans. A 1982 survey by the International

Customer with card at Fremont (Neb.) Tribune.

Circulation Managers Association turned up 59 U.S. and Canadian newspaper companies that allowed credit-card payments by subscribers.

The South Bend (Ind.) Tribune accepts credit cards for mail subscriptions and is taking a hard look at extending the option to subscriptions delivered to the home by newspaper carriers.

"We think it's a good way to go to get more PIAs," says Circulation Director Roy S. Henderson. PIAs take the collection burden off the carrier, Henderson notes, and if a subscriber pays three months, six months or a year in advance, "you know you have them for that length of time."

Minuses. Plastic is not without its problems, however.

Circulation Receivables Supervisor Carole Lee Harrison ordered the circulation staff at the Corpus Christi (Texas) Caller and Corpus Christi Times to stop writing down bank-card numbers as given by customers over the phone because so many were garbled, meaning that invalid numbers were being submitted for payment.

Now, when subscribers want to pay by credit card, they are mailed a form on which they must list the card number.

Because the Corpus Christi newspapers automatically renew expired subscriptions by charging the credit-card account number, difficulties occasionally develop, Harrison adds. The problems usually arise when a subscriber fails to notify the circulation department of a desire to cancel the credit arrangement, or when banks issue new credit cards with new account numbers.

Gordon M. Johnson, controller at the St. Cloud (Minn.) Daily Times, says his newspaper, which accepts bank cards for classifieds, sometimes gets inquiries from people who cannot recall having used the credit card for ad placement.

Unlike American Express, banks do not provide cardholders with a receipt of each transaction—only a statement listing the name of the merchant, the date of the charge and the dollar amount. On occasion, says Johnson, the newspaper has sent a customer a copy of the ad to clear up the situation.

Some newspapers that have examined but rejected credit cards say their use involves too much hassle. The Houston Chronicle, the leader in classified advertising among U.S. daily newspapers, is one such paper. Treasurer Ray W. Youngblood explains the newspaper is concerned about the need to get authorization for each transaction "up front."

That presents a problem, he says, because the newspaper does not know the total cost of the ad until its publication ends. For example, an ad may be scheduled to run for a week but is canceled after three days upon sale of the item. The newspaper then bills the advertiser only for the three days when the ad ran. "The paperwork involved would be horrendous," he says.

Other newspapers, however, contend this has not been a problem for them. At The Arizona Republic and The Phoenix Gazette, if an ad is canceled before it completes its scheduled run, the newspapers simply generate a credit notice and the bank applies it to the cardholder's account, says Credit Manager Ronald D. Hendrix.

Newsday avoids the problem altogether, says Classified Manager Hirsch, by requiring advertisers to pay for the entire run even if the ad is canceled.

Although credit card acceptance by newspapers may be on the rise, credit card use by newspaper customers still represents only a small portion of total business. At Newsday, for example, credit card transactions account for 7 percent of all private-party classified sales.

But that does not seem to bother newspapers. "It's a service to the customer," says Michael D. Thorpe, marketing director at the Clearwater (Fla.) Sun, who estimates credit card charges for classifieds to be about 150 a month. "Our philosophy is the easier we can make it for them will benefit us in the long run." ☐

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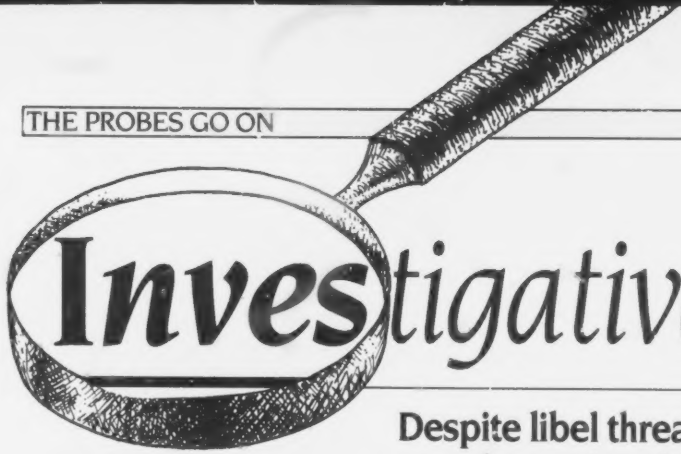


Investigative Reporting

Despite libel threats, high costs and occasional dead ends, there's still a commitment to Watergate-style digging

BY C. DAVID RAMBO
presstime staff writer

The Watergate break-in conspiracy and cover-up, the "Deep Throat" revelations and the subsequent resignation of President Richard M. Nixon 10 years ago this month marked the summit in the field of investigative reporting.

Some critics say it's been downhill ever since. But others, particularly practitioners of the "investigative" craft, say many newspapers' efforts to go beyond routine reporting are as strong as ever, maybe even stronger.

Not only did Watergate make "investigative reporting" a commonly heard term, but Washington Post reporters Bob Woodward and Carl Bernstein were catapulted into heroic figures, models to be emulated by a new generation of young journalists seeking to right the wrongs of the world through aggressive reporting and diligent research.

The attention focused on the Watergate reporting phenomenon reaffirmed the importance of investigative journalism for newspapers that had already been quietly engaged in such work—after all, crusading and "muckraking" reporters and papers have been around for years. It also spurred numerous other newspapers to undertake special projects, in-depth analyses and general behind-the-scenes digging.

Not everyone, however, was enamored of this new trend. Businessmen, in particular, said the sudden emphasis on investigative reporting too often painted them unjustly in a bad light. Other critics said some investigative reporters were too reckless in using information from politically motivated public officials or vindictive former corporate employees.

"I still have a strong interest in investigative journalism . . . but there was a period—after Woodward and Bernstein became household names—that a number of journalists lost their perspective," says Leonard Downie Jr., newly named managing editor of The Washington Post and author of a 1976 book titled *The New Muckrakers*. "Too many (reporters) got involved in the thrill of the chase (of public officials), and it was a very, very dangerous period when a lot of people got burned," he says.

While there has not been a pronounced retreat from the goals of investigative journalism, there has been a "natural caution as the pendulum swings back," says Downie.

Editors say fewer newspapers are practicing investigative reporting simply as a response to a fad or to maintain their standing as heavy-hitting journalists in the eyes of their peers.

More reporters and editors now know the intricacies of digging through public records; they know what's available in the dark recesses of courthouses, statehouses and city halls and what all that research means in compiling a professional, readable and accurate story that serves the public good.

The "team" approach to investigative projects, even though it is expensive in manpower, travel and research costs, continues to be popular these days at many big newspapers and even at some smaller ones. It also has become a practice at some television stations since the mid-1970s.

Raising one's IRE. One indicator of continuing high interest in investigative reporting is the membership of Investigative Reporters & Editors Inc., a non-profit educational organization based at the University of Missouri in Columbia.

Founded in 1975, IRE now has about 1,700 members, the vast majority of whom are working journalists in print and broadcast media. IRE made a name for itself following the death of Don Bolles, a reporter for The Arizona Republic of Phoenix who was killed in 1976 while investigating political corruption and organized crime. IRE volunteers conducted "The Phoenix Project," which resulted in a 23-part award-winning series that helped finish Bolles' work.

IRE's most recent annual convention, June 7-10 in Miami, drew nearly 500 attendees, a typical turnout, IRE officials say.

The organization also holds workshops in investigative reporting techniques that have proven to be popular among working journalists. "People will pile five and six into a car and drive 400 miles" to an IRE workshop, notes Bob Greene, an IRE founder and assistant managing editor for investigations and special projects at Newsday of Long Island, N.Y.

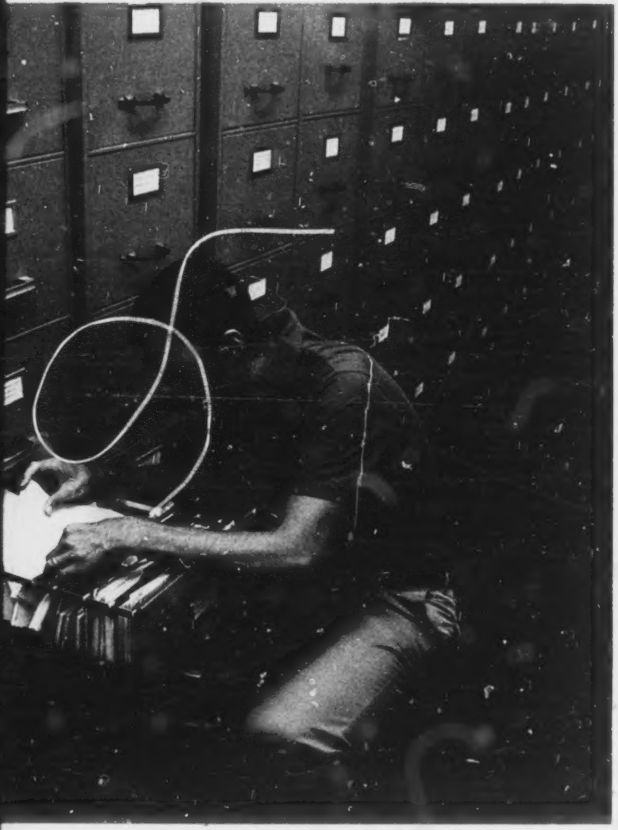
One reason, he says, is that most all reporters, investigative or not, crave information, advice and legal tips on how to search obscure public records, to pursue facts and witnesses, and to interview reluctant or frightened sources in the course of an investigation. The newspaper business is "not properly serving that need within our own house," he adds.

Evolution of a craft. The way Greene sees it, investigative journalism has gone through several phases. "Long before Watergate and everything else, a fair number of newspapers always had an investigative profile," he says. "It was long before the major wave that you saw come along" in the early and mid-1970s.

Then "you went through a period of time when everything was investigative," whether the term was valid or not, he continues. The practice spread to the broadcast media and non-fiction books.

Now, "the flood waters have subsided." Remaining are the practitioners who were involved in investigative work long before Watergate as well as some newcomers who indeed were part of the '70s surge but who have since become noted in the field.

Greene oversees Newsday's investigative team that includes a team leader plus three reporters. There usually are several



Investigative reporters often pore through voluminous files.

city desk reporters also working on a special project "so we always have about six reporters going (on investigations) at the same time."

Jerry Uhrhammer, special projects editor of The Register in Santa Ana, Calif., also sees a lot more digging by beat reporters as a byproduct of the '70s wave. "There is a lot of good investigative reporting being done now by beat reporters . . . who have sharpened their skills," he says. Investigative techniques are being applied "to the job at hand."

Mary J. Hargrove, special projects editor of The Tulsa (Okla.) Tribune, is one of three people who work full-time on investigations at that mid-size daily. She agrees that in the backwash of the Watergate era the media have been left with journalists "more committed and more trained" in looking beyond the daily routine of a beat.

An example of the results is a series of 60-70 stories the Tribune ran on "room and board homes" licensed by the state in which former residents of mental institutions live. The newspaper found a number of problems, including unhealthy living conditions, weak enforcement of health regulations and instances in which owners of the houses bought life insurance policies on the residents, naming themselves as beneficiaries.

The stories led the Oklahoma Legislature to tighten its regulations on such facilities, Hargrove says.

The wire services also have expanded their in-depth pursuits. For example, United Press International recently formed an investigative reporting team to be headed by Gregory Gordon, an award-winning, 13-year veteran UPI reporter. He speaks forcefully about the importance of going beyond the routine reporting of daily developments. "To me, that's the ultimate in being a journalist," he says. "Without that element, I think that the news industry is a toothless tiger."

The libel threat. Gordon and others acknowledge, however, that aggressive reporting does not come without risks.

People who have been "targets" of investigative pieces have become "very sophisticated in their counterattacks," he notes. One of their methods is buying advertisements to lambaste the media for perceived wrongdoing. But their greatest defensive parry is the libel suit, or the threat of it.

Investigative reporting has always depended on accuracy, but the emphasis is even stronger now than it was a decade ago because of the growing libel threat. Lawyers now scrutinize investigative stories to determine legal risks.

There is "no question" that the threat of libel suits is hurting investigative reporting, says Richard D. Thomas, executive editor of The Macon (Ga.) Telegraph and News, which recently lost its appeal of a $243,857 libel judgment [presstime, June 1984, p. 34]. "This has a real chilling effect on our willingness to go after stories," he says.

"Any papers that still do investigative reporting are going to have these kinds of suits," says Frank McCulloch, executive editor of Sacramento, Calif.-based McClatchy Newspapers. The resulting cost in defending libel actions is "not nickels and dimes. It's big bucks."

Also troublesome for a newspaper's staff is the "diversion of attention" that a libel suit requires in the various pre-trial stages alone, McCulloch says. "You lessen the practice of journalism in favor of the practice of law. . . . (Defending against suits) takes bodies, takes money, takes energy and it takes man-hours. Those are all the things we've got" to put out the newspaper.

Many editors say they are proceeding with investigating efforts despite the often-heard libel threats. But they add that they exercise double caution to ensure that their facts are correct.

That, according to Uhrhammer, can translate into different meanings.

On the one hand, there probably are many editorial staffs that indeed are doing a better job in getting the story straight. "It may be strengthening the reporting that is being done," he says. "They want to get the stories nailed down beyond a shadow of a doubt, and that is why documents are so important."

On the other hand, "there is always a question of *how well* to nail it down. How many things are not being published that the public should know" because editors are being overly cautious? he asks.

There is not always an answer to such questions, just as there is not always a story at the end of every investigation, no matter how much time and effort went into it.

"A real mistake is to launch yourself into something then, come hell or high water, (to decide) you're going to run something," says Jim Savage, investigative editor of The Miami Herald.

Then again, it might just take a little more work, some more digging, some more checking, to uncover the key. The Dallas Times Herald has had one investigative project in the works more than a year, says Larry Tarleton, managing editor for news. "We're still looking for the blockbuster piece," he explains. "We're sure it's out there, but we just haven't been able to find it."

But despite the threat of libel suits, despite the costs, despite the chances of hitting a dry hole and all the other difficulties, most observers believe that newspapers that are serious about their investigative efforts will continue their commitment. One reason is that many investigative reporters now are in their late 20s or early 30s and are in line to become the newsroom decision-makers of tomorrow. "If they're any good, they're usually promoted to an editor position," notes Hargrove.

And once there, it's unlikely that they'll lose their taste for the hunt. ☐

One day in the life of newspapering

Friday, July 6, was a hot summer day. But it was a very typical day in the multi-faceted, dynamic life of North America's daily newspapers. As dawn touched the East Coast and residents began awakening, their newspapers were already busily involved in the never-ending daily cycle of producing—from scratch—a unique, brand-new product tailored to their local needs. While the morning progressed, the early-bird editors and news staffers were joined in countless cities and towns by thousands of newspaper production and business-office workers. Highly sophisticated electronic equipment was brought into play. Yet, many newspapers still relied on more traditional equipment, and some headlines were still written and "character counted" by hand. As the sun continued westward, afternoon papers confronted successive deadlines and morning-paper staffs cranked up their own daily routines. Circulation trucks were serviced in Jackson and Jacksonville. In Dallas and Davenport, newsprint was delivered. In St. Louis and St. Paul, display ad salespeople called on advertisers. In Kalamazoo and Kankakee, composing rooms buzzed with activity. In Chicago, readers clipped food coupons and entered newspaper promotion contests. Sports events from Little League to the National League were recorded, photographed and analyzed from Saskatoon to San Diego. Afternoon papers were printed, hauled down congested highways and turned over to thousands of eager young carriers. By evening, editors of a.m. papers had decided on the play of the next morning's news. Pages were rolled again from composing to platemaking to the pressroom. As West Coast pressmen ended their shifts, another newspapering day was already started in the east. Another day, another 68 million newspapers.

5 a.m.

Halifax, Nova Scotia

Wamboldt-Waterfield

7 a.m

Salem, Mass.

The Salem Evening News

7:20 a.m.

Jacksonville, Fla.

Don Ray/Florida Times-Union

8:50 a.m.

Corbin, Ky.

Bill Cox/Corbin Times-Tribune

Among the first newspaper people reporting to work anywhere in North America are three editors of The Mail-Star in **Halifax,** Nova Scotia, here checking in with the security guard at 5 a.m. to begin work on their afternoon paper. They're picking up copies of the sister morning daily, The Chronicle-Herald. At The **Salem** (Mass.) Evening News, Managing Editor Ed Passarella (foreground) and Editor Jim Stommen begin the day reviewing photos transmitted by the Associated Press. In **Jacksonville,** Floyd Ashton services trucks returning from their early morning circulation runs carrying the Florida Times-Union into North Florida and South Georgia. The trucks later today will carry the afternoon Jacksonville Journal. Writing headlines the old-fashioned way—manually on his typewriter—is Managing Editor Gene Cantrell Jr. at the **Corbin** (Ky.) Times-Tribune. In the littered press room of the Illinois State Capitol in **Springfield,** Bloomington (Ill.) Pantagraph Capitol Correspondent Bernie Schoenburg writes wrap-up news stories after the Legislature ended its session. By mid-morning, Kelly Piette in **Duluth,** Minn., is busily taking phoned-in classified ads from customers at the Duluth News-Tribune & Herald. At the **Dallas** Times Herald, another truckload of newsprint is delivered just before most of the newspaper's office staff begins its lunch hour.

THEY NEED TO LOSE WEIGHT ANYWAY!

The State Journal-Register, Springfield, Ill.

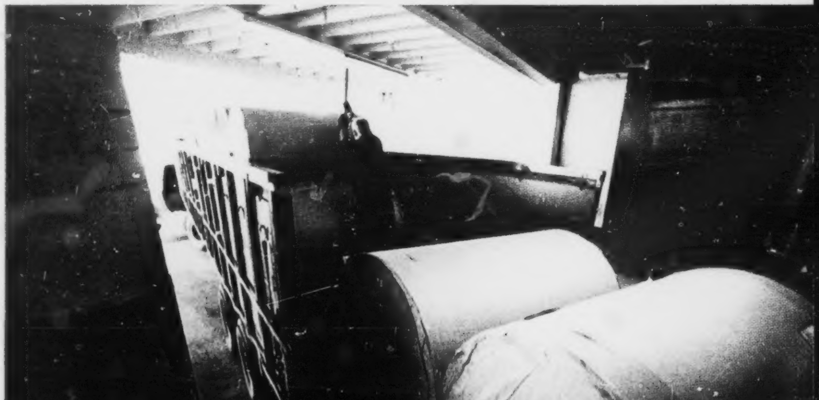
9:30 a.m.

Springfield, Ill.

10:30 a.m.

Duluth, Minn.

Jack Rendulich/Duluth News-Tribune & Herald



Dallas Times Herald

11:50 a.m.

Dallas

1:10 p.m.
Wichita, Kan.

Larry Fleming/The Wichita Eagle-Beacon

Rick Padden/Pueblo Chieftain

2:30 p.m.
Pueblo, Colo.

The Salt Lake Tribune

4:30 p.m.
Salt Lake City

Peter Haley/Bellevue Journal-American

6 p.m.
Bellevue, Wash.

In **Wichita,** John Wilcox, advertising director for Shepler's Inc., the world's largest western-wear store, discusses layout composition for one of his store's display ads with Laurie Thomas, major accounts representative of The Wichita Eagle-Beacon. Further west, before the daily deadlines begin hitting, **Pueblo** (Colo.) Chieftain News Editor Ken Noblit (left) and Electronic Technician Charles Bollacker enter formatting changes at the newspaper's mainframe computer keyboard. In **Salt Lake City,** Editor Will Fehr (center) of The Salt Lake Tribune meets departmental editors at the daily editorial conference to discuss plans for the next morning's paper. Photographing a fast-pitch softball game in **Bellevue,** Wash., is staff photographer Sally Tonkin of the Bellevue Journal-American. But it's baseball, not softball, in the spotlight later that evening as The **San Diego** Union's Bob Kravits covers the Padres-Pittsburgh Pirates game. In **Anchorage,** Alaska, pressman Scott Gilbert puts the local front-page plate on the Daily News press just before midnight. And the next morning in **Agana,** Guam, newspaper carrier Karla R. Guerrero delivers the Pacific Daily News. She's half a world and two days away—because of the International Date Line—from the point when and where this journey began in the Maritime Provinces of Canada. ☐

8:05 p.m.

San Diego

The San Diego Union

Tom Alvarez/Anchorage Daily News

11:55 p.m.

Anchorage

6:50 a.m.

Agana, Guam

Mark Skinner/Pacific Daily News

PROFILE

Gerald Garcia

One of a kind, but wanting company

BY MARCIA RUTH
presstime staff writer

Raised in the small town of Beeville, Texas, between Corpus Christi and San Antonio, by his Spanish-speaking mother and grandmother, Gerald Garcia did not learn English until he went to elementary school. Yet by age 38 he had risen to become the first (and still the only) Hispanic editor and publisher of a general-circulation daily in the United States—at the Tucson Citizen, a Gannett Co. newspaper.

Then, with his appointment four months ago as one of three vice presidents of Gannett's Western operations, Garcia moved even higher in newspaper management circles—to a level where minorities can be counted on one hand.

"Gerald Garcia is a breath of fresh air," says Madelyn P. Jennings, Gannett senior vice president/personnel and administration. "He really loves life and has great skills in dealing with people."

Breezing into Tucson two years ago, Garcia created an informal group of community leaders to meet with once a month. "I've always felt editors and publishers for the most part sit in an ivory tower," he says with a laugh, "and I just decided that if I'm going to work in this town, I have to know the decision-makers."

"He's very receptive to other people's ideas," says Dale Walton, who was managing editor of the Citizen before Gannett purchased the paper in 1977 and stayed on in that position after Garcia arrived. "The most noticeable thing is how decisive he is . . . (but) he doesn't feel locked in. He's very enthusiastic, always looking for ways to improve the newspaper, and they don't have to be *his* ways."

Originally signed up to study petroleum engineering at Texas A & M as the surest way "not to work with a pick and shovel like most of us whose names ended with 'a' or 'z,'" Garcia switched to journalism because he "liked the optimism" of the "highly spirited people" who worked at The Bat Cave—the basement office of the college paper, The Battalion.

After earning a degree in journalism and completing stints on two small Texas dailies, he joined the Fort Worth Star-Telegram as a sports writer in 1969. He soon moved to the news side where, because of his talent for layout and design, he was asked to convert the traditional society pages to a "lifestyle" section. Typically, Garcia used that opportunity to broaden his outlook. "I learned a great deal about women's sensitivity and how my point of view sometimes differed, and why certain things just should not be covered from a male-oriented perspective," he says.

Impressed with the young editor, James H. Hale took Garcia with him in 1977 when Hale left the Fort Worth paper to become publisher of the Kansas City (Mo.) Star and Times. Sharing an office with Hale, the young assistant had a vantage point he considers invaluable for journalists moving into management—watching the managers as "a mouse in the boardroom." Hale, who still heads the Kansas City papers, found Garcia "decisive," with "the fortitude to do whatever he has to do to make a newspaper work right. . . . He's a good leader . . . people have confidence in him," says Hale.

Then Gannett made Garcia an offer he couldn't refuse, and in 1981 he became a general executive of The Sun in San Bernardino, Calif. While Garcia's Hispanic roots had nothing to do with his being hired in Kansas City ("absolutely nothing," says Hale) Gannett was on the lookout for minority publishers. The following year Garcia was the obvious choice for publisher in Tucson, where 25 percent of the population is Hispanic.

Gannett, says Chairman and Chief Executive Officer Allen H. Neuharth, "tries to put people in communities where part of their background or perspective or lifestyle matches the community's." Garcia has "a particular perspective on a large segment of the population and the community in the area in which the paper is published, and at the same time he has a broad general feel for the society in which he is operating," Neuharth says. "We think that is a good combination for anyone."

Nonetheless, Garcia says he feels "uneasy" when discussion turns to the American Society of Newspaper Editors' goal to raise the proportion of minorities in newsrooms to that of the U.S. population by the year 2000. (See story, p. 14.)

"I don't think we should be talking about parity. I think we should be talking about responsible journalism," says Garcia. "We just cannot cover our communities correctly if we don't have women and minorities on our staff and on our management team. . . . We cannot continue to cover our multifaceted society through white eyes and white ears," he says. "When you're really doing your job you stop counting."

Without the increase in Hispanics on the staff—approximately doubled since Garcia's arrival in 1982 to today's 9.5 percent in the newsroom and 13.7 percent overall—he says the Citizen "would not have had the sensitivity" to do the five-part series, "Land in Torment," which portrayed the lives of immigrants flooding into the Southwest from strife-ridden Central America.

Observing that newspapers' minority hiring and coverage are "a lot better" than they were a few years ago, Garcia, as the first president of the newly formed National Association of Hispanic Journalists, is already on to his next goal—moving more Hispanics into newspaper *management* positions. "We should not discuss the past," he says, "only ideas and opportunities for the future."

Of his noteworthy rise to the upper echelons of his profession, Garcia appears to have but two regrets: the decline of his golf game—his scores climbed from the mid-70s to the high 70s and low 80s after he joined Gannett—and that his seven career moves have caused his wife Joyce to attend "more campuses than any person I've ever known" in pursuit of her doctorate in occupational therapy and psychology while raising two children, Gerry and Wendy.

ESSAY

Fight frivolous libel suits by seeking restititution of newspaper's legal fees

BY W. E. CHILTON III

Newspapers across the country are being bombarded with bizarre libel suits brought by disgruntled public officials whose attorneys' knowledge of the First Amendment wouldn't fill a chinquapin.

The Charleston Gazette has pending 11 libel suits. You can dismiss one prepared by a penitentiary inmate, another by a private citizen (each plaintiff representing himself), and the total is nine. Of those nine, Rudolph DiTrapano, our libel lawyer, says eight are nonsense.

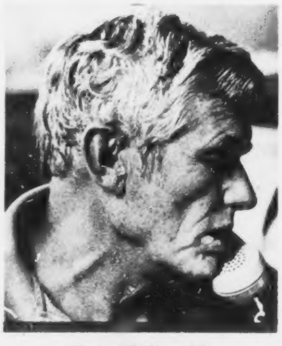
What are we doing about nonsense suits?

We intend to sue plaintiff's lawyer for restitution of our attorney's fees. In addition, we will ask the West Virginia Supreme Court to request the state's Legal Ethics Committee to discipline lawyers who put their names to frivolous actions against us. Our first countersuit will be in response to libel litigation initiated against the Gazette this spring.

About a year earlier, on April 22, 1983, the Gazette had published an article quoting from a grand jury report that was part of a case argued before the five justices of the West Virginia Supreme Court. A state trooper had testified before the grand jury that the Ku Klux Klan stands for "God, country and apple pie." We used this quote in a news article. The state trooper's lawyer, a former assistant attorney general, sued us, the Associated Press and the Beckley Post-Herald for libel on Good Friday.

The Monday following filing of the suit, DiTrapano convinced a Kanawha County circuit judge to dismiss it. At the hearing, the lawyer suing us realized he had made a bad mistake and did not contest the dismissal order.

He did, however, contest a plea from our lawyer for our legal fees. The judge said he would take this demand under advisement and asked our attorney to furnish evidence of similar fees having been paid in West Virginia. Although awards have been made in other states, they have not been approved or ordered here. In late June the judge denied our request, noting that circuit judges rule by precedent and rarely break ground.


W. E. Chilton III

DiTrapano will appeal this ruling that hasn't, to date, been signed by the circuit judge and will request the state Supreme Court to direct the circuit judge to award us our attorney fees: $4,000. In the same appellate procedure, DiTrapano will request the court to refer the matter to the state bar association's Legal Ethics Committee for appropriate disciplinary action.

The remaining libel cases pending against us are as atrocious as the one I have cited, and when they have been disposed of, we intend to proceed against plaintiff's lawyer.

No other course makes sense. If my intelligence is accurate, as noted at the beginning of this article, nuisance libel suits are being initiated wholesale across the nation. Libel cases cost defendants plenty. They cost plaintiffs nothing, assuming the lawyer representing plaintiff has the suit on a contingency fee basis.

In this litigious society, suing somebody, anybody, is easier than buying a ticket to a Michael Jackson concert. Numberless libel suits are without substance, but they're brought on a nothing-to-lose basis. That's what I hope to change—and what I'm convinced more newspapers should dare to change.

West Virginia's Code of Professional Responsibility for lawyers says in Canon 6 that "a lawyer should represent a client competently . . . *and should accept employment only in matters in which he is or intends to become competent to handle.*" Subsequently, the same canon under the heading, Disciplinary Rules, posits:

"Failing to Act Competently.—(A) A lawyer shall not:

"(1) Handle a legal matter which he knows or should know that he is not competent to handle, without associating with him a lawyer who is competent to handle it.

"(2) Handle a legal matter without preparation adequate in the circumstances."

In Canon 7, lawyers are admonished that they are "not justified in asserting a position in litigation that is frivolous."

The canon advises lawyers that they may represent a client even though "client has elected to pursue a course of conduct contrary to the advice of the lawyer as long as he (lawyer) does not thereby knowingly assist the client to engage in illegal conduct or to take a frivolous legal position." The same canon also says a lawyer shall not:

"(1) File a suit, assert a position, conduct a defense, delay a trial, or take other action on behalf of his client when he knows or when it is obvious that such action would serve merely to harass or maliciously injure another.

"(2) Knowingly advance a claim or defense that is unwarranted under existing law, except that he may advance such claim or defense if it can be supported by good faith argument for an extension, modification, or reversal of existing law."

West Virginia's Code of Professional Responsibility isn't unique. Codes of all states contain similar language.

In my judgment, a few suits in which plaintiff's lawyers are compelled to cough up defendant's court and lawyer fees will halt the filing of virtueless libel litigation and litigation begun for no reason save to harass newspapers.

Harassment is a misuse of the nation's system of justice, and this misuse must be stopped. Indeed, failing to punish misuse is, I insist, to sanction its continuance. ☐

Chilton is publisher of The Charleston (W.Va.) Gazette, a morning daily with 55,160 circulation.

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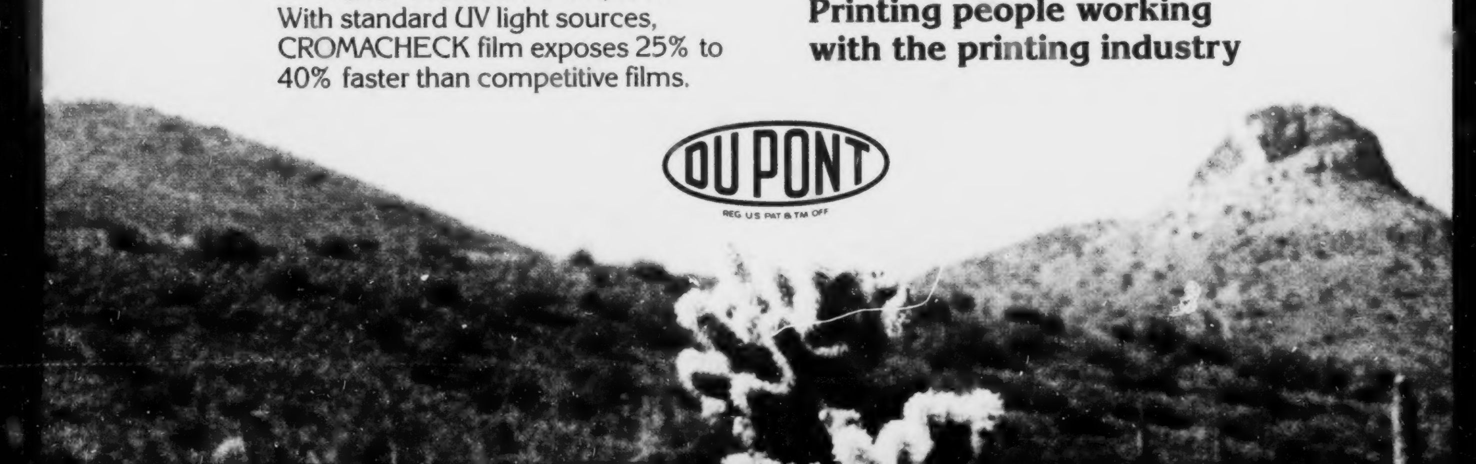
Printing people working with the printing industry

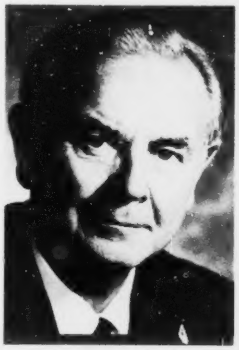


U.S. Supreme Court rules on 3 First Amendment cases

The U.S. Supreme Court decided three more First Amendment cases before ending its 1983-84 term July 5.

In those close-of-session decisions, the court:

- Left open the door to deregulation of broadcast content by the Federal Communications Commission
- Upheld regulations on the manner in which U.S. currency may be reproduced for publication, but struck down restrictions on when such reproduction is permissible
- Ruled that pretrial news coverage did not warrant reversal of a murder conviction.


William J. Brennan Jr.

The broadcast regulation case, *FCC v. League of Women Voters,* centered on the question of whether public-broadcasting stations may make editorial comments. The court said federal law prohibiting such broadcasting violates free-speech guarantees of the First Amendment.

A U.S. District Court judge in 1982 had declared the ban unconstitutional. The government appealed directly to the Supreme Court.

Communications lawyers said the ruling was a victory for the First Amendment. They also said close attention should be paid to two footnotes to the decision.

Justice William J. Brennan Jr. wrote in one that the court is not prepared to "reconsider our long-standing approach (to content regulation) without some signal from Congress or the FCC that technological developments have advanced so far that some revision of the system of broadcast regulation may be required."

The other footnote, also by Brennan, said that if the FCC could demonstrate that the "fairness doctrine" deters instead of enhances free speech, "we would then be forced to reconsider the constitutional basis" of earlier court rulings upholding the doctrine.

Attorney James Goodale of New York City said the footnotes are "a clear indication for the FCC to make a factual record" that the basis for the fairness doctrine and other editorial controls is outdated.

"I would be very surprised if the FCC were not looking at a way to do that right now," he said.

FCC officials, including Chairman Mark Fowler, have said that content restrictions should be lifted.

John F. Kamp, legal assistant in the FCC's Mass Media Bureau, said the commission staff has been considering publishing a notice of proposed rulemaking on the general topic of broadcast content regulation. He said there already is an inquiry under way on the subject, including questions on the fairness doctrine such as: Would it be fair to eliminate the fairness doctrine "given the existing state of competition in the marketplace and the existing state of the law?"

Efforts in Congress toward eliminating content regulation, most recently by Sen. Bob Packwood (R-Ore.), have been unsuccessful [**presstime**, July 1984, p. 52].

Opponents of content regulation say that the proliferation of new technology such as cable television, which does not use broadcast frequencies, has made scarcity arguments obsolete. Some say there never were any good arguments for content regulation.

In the case on how currency may be photographed and published, *Regan v. Time Inc.,* the court upheld parts of the existing anti-counterfeit law. It affirmed the law's provisions that all illustrations must be black and white and smaller than three-fourths or one and a half times bigger than the actual size, and that the negatives and plates used in making the illustrations must be destroyed after their use.

But the court struck down other parts of the law stating under what circumstances the pictures of money, stamps, bonds and other obligations and security of the United States may be published.

The parts that were struck required the government to make a judgment as to use based on the content of the material, the court said. "Regulations which permit the government to discriminate on the basis of the content of the message cannot be tolerated under the First Amendment," the court said.

In effect, then, illustrations of currency may now be used for any purpose so long as they comply with the aforementioned restrictions size, color and disposition of plates and negatives.

The case centered on the allegedly unlawful use of photos of money by Time Inc. in its Sports Illustrated and other magazines. Time said it will seek a legislative remedy to the remaining requirements on how the pictures may be printed.

In the third case, *Patton v. Yount,* the court said newspaper and other pretrial news coverage did not warrant reversal of a conviction in a 1966 murder case in Pennsylvania. A high school mathematics teacher pleaded guilty to the rape and murder of an 18-year-old female student. He was tried and convicted after claiming temporary insanity.

The Pennsylvania Supreme Court later reversed the conviction, saying police had failed to inform the man adequately of his right to an attorney prior to confessing. A new trial was ordered, and the man asked for a change of venue because of heavy pretrial coverage. It was denied.

The 3rd U.S. Circuit Court of Appeals overturned his conviction because of the effect of prejudicial pretrial publicity on the jurors.

Justice Lewis F. Powell Jr., in the majority opinion for the high court, said the answers of prospective jurors in the second trial did not "reveal the kind of 'wave of public passion' that would have made a fair trial unlikely. . . . "

The passage of time between the first and second trials clearly rebutted any presumption of partiality or prejudice, Powell said.

"That time soothes and erases is a perfectly natural phenomenon, familiar to all," he noted. ☐

Correction

A report in the July issue of **presstime** (p. 49) that a federal judge in Washington, D.C., had ruled the Defense Department was within its rights in banning news coverage of the first two days of the U. S. invasion of Grenada in October, failed to note that the judge ruled the complaint of Hustler magazine publisher Larry Flynt moot. ☐

Government appeals ruling on Day Trust

The federal government is appealing a U.S. District Court judge's decision that The Day Trust, owner of The Day in New London, Conn., is exempt from federal tax laws governing private foundations.

The government's notice of appeal was filed July 13 in U.S. District Court in Hartford, Conn. The request will be heard by the 2nd U.S. Circuit Court of Appeals in New York City.

The government decided to appeal after Judge Jose A. Cabranes May 15 denied the government's motion that he change or vacate his March 23 judgment in favor of the trustees of The Day Trust [presstime, May 1984, p. 51].

In their lawsuit against the Internal Revenue Service, trustees of The Day Trust had said they would be forced to sell the 37,314-circulation daily, probably to a newspaper group, if the private foundation rules applied.

"We expected the government to appeal, and so we are prepared," said Day Editor and Publisher Reid MacCluggage, who also is a trustee. "We are optimistic about how it is going to finally resolve itself. We have a good case. Judge Cabranes . . . agreed with us, and we have no reason to believe it won't be upheld at the circuit level." MacCluggage said the appeal process is expected to take a year.

Court review is sought in free-paper ruling

The U.S. Postal Service served notice it will seek review in either the 6th U.S. Circuit Court of Appeals or the U.S. Supreme Court of a judge's order allowing a free-circulation weekly newspaper to take advantage of second-class, in-county rates.

Besides ruling that The Enterprise of Winchester, Tenn., should be entitled to less costly second-class service, U.S. District Judge Thomas G. Hull also ordered USPS to reimburse the newspaper $77,356 for "excess postage" paid for more costly third-class delivery [presstime, July 1984, p. 51].

Enterprise Publisher Ron Bailey said he has received phone calls from other free-newspaper publishers who are considering filing similar suits so that they, too, might use in-county, second-class mail.

Jailed editorial writer seeks legal reform

Editorial writer Richard Hargraves, after getting a taste of life behind bars, has vowed to work toward a revised journalists' shield law in Illinois—one that provides a balance between First and Fourth Amendment rights in libel cases.

Current Illinois law does not provide protection for journalists who refuse to name sources in libel cases.

Hargraves, now an editorial writer for the St. Louis Globe-Democrat, spent two and a half days in the St. Clair County Jail in early July on a contempt of court charge after refusing to reveal sources in a libel case. The case centered on an editorial about a county official that he had written in 1981 while working for the News-Democrat of Belleville, Ill.

Hargraves had asked the U.S. Supreme Court to hear an appeal of the contempt citation. Although Justice John Paul Stevens June 19 granted him a temporary stay, the full court later refused to consider the case [presstime, July 1984, p. 49].

Hargraves was jailed July 3 but was released July 5 after the two sources he had refused to name stepped forward and identified themselves. He subsequently confirmed that they were his sources.

AP

Hargraves is escorted to Illinois jail.

"There must be a reasonable balance of interests" between libel plaintiffs and journalists, Hargraves said. He said he has begun to approach Illinois legislators and other elected government officials about a possible change in the law, and their initial reaction has been favorable.

COURT BRIEFS

- Two newspapers and three television networks said they will appeal a U.S. District Court decision upholding a Washington state law against **exit polling**.

The New York Times, The Herald of Everett, Wash., NBC, ABC and CBS filed suit against the state over the law designed to stop the media from conducting polling interviews with voters just after they emerge from the ballot booth [presstime, Jan. 1984, p. 35].

U.S. District Judge Jack Tanner said the law "incidentally" violates First Amendment rights to gather news.

But he said the potential harm of such a violation is more than offset by the need to protect the sanctity of the voting place.

- The daily Manteca (Calif.) Bulletin was awarded $2.1 million in damages following a trial in an **antitrust suit** it had filed against the twice-weekly Manteca News.

The Bulletin, owned by Morris Newspaper Corp. of Savannah, Ga., argued that the News sold advertising below cost and offered secret discounts to advertisers in an effort to run the Bulletin out of business.

News General Manager Dean L. Davy said the newspaper denied all allegations. He also said newspaper officials would decide in early August whether to appeal.

- **Independent contract carriers** of the Kansas City Star Co. have asked the U.S. Supreme Court to hear their appeal of a court decision upholding the newspaper's plan to phase them out.

The 8th U.S. Circuit Court of Appeals in February ruled that the Star Co. has a right to implement an agency system, in which the publisher would sell newspapers directly to readers. Under the independent contractor system, the newspaper sells copies to carriers who in turn sell to readers [presstime, March 1984, p. 31].

The 270 carriers in the case claim, among other things, that the Star Co.'s plan violates federal antitrust law.

Costa Rica tightens rules on licensing

Costa Rica has tightened restrictions on who can be a journalist.

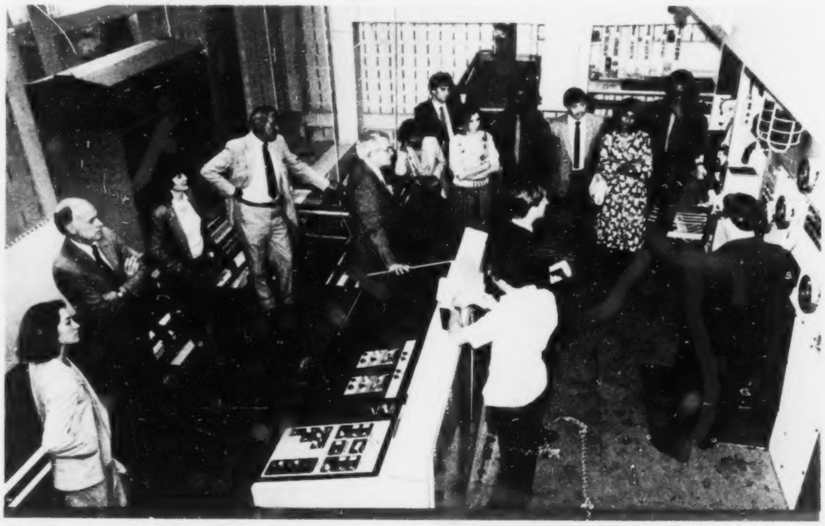
As of July 16, foreigners who want to attend press conferences, cover public events, conduct interviews or engage in other press activities must have cards issued by the Colegio de Periodistas, the group designated by the government to decide who is qualified to practice journalism.

Newspaper advertisements announcing the new directives also said police would be required to confiscate unauthorized credentials, including press identification on vehicles, and to report infractions to the colegio.

Costa Rica's licensing law has received international attention through the case of Stephen Schmidt, an American working for Costa Rican newspapers who was convicted of practicing journalism without a license and sentenced to three months in jail. After losing his appeal in Costa Rican courts, Schmidt's case was accepted May 15 by the Inter-American Commission on Human Rights, which is scheduled to issue an opinion in September. One option is for the commission to refer the case to the Inter-American Court of Human Rights [presstime, June 1984, p. 42].

The case is being watched closely as a possible precedent for attempts to license journalists elsewhere in the world. In Latin America, at least nine other countries have similar restrictions on who can be a journalist.

In Costa Rica, the colegio grants licenses only to journalists who have degrees from the University of Costa Rica. Schmidt holds a journalism degree from another Costa Rican university.



The first group of foreign journalists to receive Alfred Friendly Press Fellowships tours The Newspaper Center. ANPA Executive Vice President Jerry W. Friedheim (right) shows the M.A.N.-Roland press to fellows from Singapore, Turkey, Zambia, Thailand, Sri Lanka, India, the Philippines and Yugoslavia, as well as (from far left) program administrators Elisabeth Ryan and David Nalle, Elise Burroughs of American Society of Newspaper Editors, Elie Abel of the Department of Communications at Stanford University and ANPA's Mark Daly.

IAPA encouraged after talks on reopening Paraguayan daily

The executive committee of the Inter American Press Association left a meeting with Latin America's longest ruling dictator convinced he had kept the "door ajar" to reopening Paraguay's largest daily newspaper, ABC Color.

"We were not satisfied, but we were encouraged," said Edward Seaton, publisher of The Manhattan (Kan.) Mercury, who led IAPA's delegation that met June 22 with Paraguay's president of the last 30 years, Gen. Alfredo Stroessner.

A week later, the U.S. House of Representatives unanimously passed a resolution that "condemns" the closing of "the only independent newspaper in Paraguay."

The House resolution urges the Paraguayan government to "guarantee freedom of the press."

The daily has been closed since March 22, when Publisher Aldo Zuccolillo began a week's jail sentence for refusing to reveal the name of a reporter who interviewed a politician opposed to Stroessner [presstime, July 1984, p. 55].

Although IAPA officials considered their meeting with Stroessner to be "cordial," their reception in Asuncion was described as "puzzling and contradictory." Denounced on the government-controlled radio station, the 16-member delegation was greeted with hostile posters and banners proclaiming such slogans as, "The IAPA does not defend freedom of the press, it defends only employer interests."

In an attempt to mobilize support for ABC Color, IAPA has urged its more than 1,000 member publications to editorialize against the closing.

During the same trip, the group also met in Montevideo with Uruguay's national communications director, as well as political party leaders and newspaper executives, to protest the recent rash of media closings and censorship imposed by the government there.

FIEJ meeting Oct. 18-19 in Marseilles

The 12th Management & Marketing Symposium of the International Federation of Newspaper Publishers, or FIEJ, is scheduled Oct. 18-19 in Marseilles, France.

The only U.S. newspaper executive scheduled to address the symposium is Jack Butcher, newly elected president of the International Circulation Managers Association and circulation director of The Tampa Tribune.

The symposium is designed for top management in all newspaper departments.

Because ANPA is a member of FIEJ, executives of ANPA's member newspapers are eligible to attend the conference. For information contact Martin Casey, manager of government affairs, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

Another international forum will focus on press rights

Plans are under way to hold a major international conference in Mexico City on "working conditions and security of journalists."

Observers say the 1985 conference, although it is not directly sponsored by the United Nations Educational, Scientific and Cultural Organization, has its blessing and organizational support. UNESCO in the past decade has been a forum for many debates over moves that would affect the status of press freedom in the world.

"We all need to give these developments our closest attention," said Dana Bullen, executive director of the World Press Freedom Committee. "So far, this looks like a rerun of past efforts toward licensing journalists in the name of 'protecting' them."

Major Western free press groups, such as the International Press Institute, International Federation of Newspaper Publishers (FIEJ), Inter American Press Association and World Press Freedom Committee, are not part of the initiative for the Mexico City meeting.

Participating in the July planning for the event were representatives from the Prague-based International Organization of Journalists, Brussels-based International Federation of Journalists, Mexico City-based Latin American Federation of Journalists and the International Union of the Catholic Press. Held at the Geneva headquarters of the International Labor Organization, an agency of the United Nations, the meeting also included representatives of the International Red Cross and UNESCO.

According to a preliminary schedule, the international meeting set for March 18-23, 1985, will be preceded by a series of regional meetings in Europe, Africa, Southeast Asia and the United States [**presstime**, April 1984, p. 41]. ☐

Gift of press still in box

The $30,000 press donated by ANPA Foundation to The Grenadian Voice is still in the United States because the Caribbean newspaper has been unable to find a building in which to house it.

The Foundation Trustees had voted early this year to give the money to the World Press Freedom Committee to purchase the reconditioned press for the newspaper, which was shut down after publication of one issue during the regime of Prime Minister Maurice Bishop [**presstime**, Feb. 1984, p. 33.]

At the time the donation was made, the 5,000-circulation paper was being printed at The Trinidad Express. It is now being printed on a press formerly used by the Grenadian government.

George Beebe, WPFC vice-chairman, said in late July that efforts were still under way to locate an appropriate place for the press. ☐

WORLD PRESS NOTES

- The Aga Khan has **established a news service** on issues of interest to developing countries.

Based in Luxembourg, the service known as Compass will concentrate on weekly illustrated features rather than hard news "to provide the considered, thoughtful coverage that developing nations feel is often denied them in the rush to cover breaking developments," said Managing Editor Gerard Loughran, former foreign editor of United Press International.

- About 60 journalists marched in Singapore last month to **protest the announced merger** of companies publishing the major morning and afternoon English-language papers. They said they saw it as a potential threat to press freedom.

The Times Publishing Bhd. (company) and Straits Times Press Ltd., associated companies that publish The Morning Daily Straits Times, and the Singapore News & Publications Ltd., which publishes the afternoon Daily Monitor, are merging into a single company to cut costs, executives of the newspapers said.

- The July 14 **purchase of Great Britain's Mirror Group** by Robert Maxwell places six British newspapers with a combined circulation of over seven million under single ownership, including the country's second largest, the Daily Mirror.

EPA issues revised rules covering PCBs

The U.S. Environmental Protection Agency has issued new regulations regarding inadvertently generated polychlorinated biphenyls.

The rules are of interest to the newspaper business because PCBs can be produced inadvertently in the manufacture of yellow pigment used in ink. This past spring, the disclosure that unusually high levels of one type of PCB had been discovered in yellow ink at the San Jose (Calif.) Mercury News set off investigations by federal and state government agencies and caused newspapers around the country to test their ink for PCBs [**presstime**, July 1984, p. 50].

The new rules, which take effect Oct. 1, amount to a total ban of the manufacture of PCBs, with certain exceptions. One of the exceptions covers PCBs produced inadvertently as a byproduct impurity of a process to produce other chemicals or products.

As expected, the new rules limit inadvertently generated PCBs in products to an annual average of 25 parts per million, with a maximum of 50 ppm at any given time. Previously, EPA did not regulate concentrations of PCBs below 50 ppm.

Also as expected, the new rules allow five times the normal maximum permissible PCB level for dichlorinated biphenyls—the type of PCB found in the yellow ink—because there is evidence this type of PCB is less persistent in the environment and does not accumulate in fatty tissue in the body. This means the maximum allowable concentrations for dichlorinated biphenyls will be 125 ppm as an annual average and 250 ppm at any one time. ☐

Symposium scheduled

The fourth ANPA health and safety symposium will be Oct. 11-12 at the Chicago Marriott O'Hare.

Among topics to be addressed are an update on ink litigation, VDTs and noise; EPA issues such as the effect on newspapers of the federal "Superfund" for cleaning up hazardous wastes; insurance and health claims.

Registration fee is $250, which includes a continental breakfast and lunch on both meeting days, and a reception on the evening of Oct. 10.

For further information, contact John Ford at The Newspaper Center. ☐

'Insider' trading bills feared as menacing

Bills passed by both the House and Senate concerning "insider" securities trading may hold negative implications for journalists, according to the ANPA Legal Department.

Tonda F. Rush, ANPA counsel/government affairs, said that under language in both bills, reporters might be subject to criminal liability for inadvertently passing along certain information in the normal course of newsgathering.

Interest in the legislation was heightened by the recent "insider's" incident involving R. Foster Winans when he was a Wall Street Journal reporter. However, HR 559, sponsored by Rep. John D. Dingell (D-Mich.), dates from January 1983 and was passed by the House in September 1983; S 910, was introduced by Sen. Alfonse M. D'Amato (R-N.Y.) in March 1983 and passed the Senate last June 29.

The bills were headed for a conference committee, but instead, the House passed the Senate version July 25. Amending the Securities Act of 1934, it establishes new rules and penalties for anyone who profits from stock market information that has not been released publicly. Violators could be subject to up to three times the amount of the profit gained or the loss avoided by the transaction.

Although Senate sources say the bill is not intended to expand prosecution, some press groups are concerned about language specifying liability when "communicating" certain information.

The ANPA Legal Department offers this theoretical situation: A reporter gets a tip that a major corporation is about to unveil an innovation in robotics. The reporter calls a market analyst for reaction. The analyst, as a result of learning of the tip while responding to the reporter's questions, then engineers stock-market transactions for himself and/or clients to reflect the coming development. This could lead to liability on the part of the reporter.

Meantime, in a recent development in the Winans case [presstime, July 1984, p. 48], a Kidder Peabody stockbroker to whom Winans allegedly passed information pleaded guilty to federal securities violations. He agreed to turn over to the government $454,000 in profits he made as a result of his allegedly having insider's information relating to the case.

The broker, Peter N. Brant, resigned from his position three months ago. Under current law, he could receive a maximum prison sentence of 15 years and fine of up to $30,000. ☐

Bill would block review pacts

The House Post Office and Civil Service Committee has approved a bill to prohibit federal agencies from requiring their employees to sign a prepublication review agreement.

It is questionable, however, whether the bill will be enacted this year.

There is "a very real possibility" that the House will pass the bill, even though two other committees have said they would like to review the bill, according to Andrew A. Feinstein, chief counsel of the Civil Service Subcommittee.

However, Feinstein said, in the Republican-controlled Senate, opponents of prepublication review like Republican Sen. Charles McC. Mathias Jr. (Md.) would "just as soon wait until next year" so as not to "embarrass" President Reagan in a presidential election year.

The requirement that federal employees with access to certain sensitive government information sign the so-called lifetime censorship agreement was part of a national-security directive issued by President Reagan in 1983. The parts of the directive dealing with prepublication review and the use of polygraphs to investigate the sources of leaks of classified information were indefinitely suspended by Reagan earlier this year after Congress began looking into the matter [presstime, March 1984, p. 30].

The committee's bill, HR 4681, exempts two agencies, the Central Intelligence Agency and the National Security Agency. The Permanent Select Committee on Intelligence and the Armed Services Committee have indicated they want to review the legislation to see if other agencies also should be given exemptions. ☐

Tax measure a mixed bag for papers

The major tax bill signed into law July 18 by President Reagan is a mixed bag for newspaper interests.

The new law reflects a compromise worked out in a House-Senate conference committee on the matter of reductions in the maximum gift and estate tax rates. It freezes the rates at 55 percent through 1987, then reduces them to 50 percent in 1988. The newspaper business' Tax Law Action Group opposed any delay in the scheduled reductions [presstime, May 1984, p. 50].

Deleted from the bill by the conference committee was a Senate-passed provision to repeal the tax on generation-skipping transfers.

TLAG supported the repealer.

Also scrapped in conference was a Senate-passed provision that would have allowed two private foundations to retain all their holdings in daily newspapers: The Houston Endowment, which owns the Houston Chronicle, and the Public Welfare Foundation Inc., which owns The Spartanburg (S.C.) Herald-Journal, The Tuscaloosa (Ala.) News and the Gadsden (Ala.) Times ☐

Lottery ad law reform stalled

The drive to ease federal restrictions on the advertising of lotteries and similar gambling activities has been sidetracked by a House Judiciary subcommittee.

The House Administrative Law and Government Relations Subcommittee June 28 rejected a bill to lift federal restrictions on advertising of lotteries and other gaming activities that are authorized and regulated by a state. Current federal law prohibits the mailing, broadcasting or transporting across state lines of advertising material concerning all but state-run lotteries.

A representative of ANPA and the National Newspaper Association testified in favor of the bill, HR 5097, at a hearing before the subcommittee in June [presstime, July 1984, p. 52].

Attorneys at the two newspaper organizations were unsure whether the subcommittee's action ends hopes of enacting lottery advertising legislation during this Congress. ☐

Cable TV legislation seen unlikely to get approval this year

A decision by the National Cable Television Association not to support the cable-TV regulatory bill currently moving through the House has raised doubts that Congress will enact cable legislation this year.

The bill, HR 4103, was approved June 26 by the House Energy and Commerce Committee. It represents an agreement reached in late May after lengthy negotiations between NCTA and organizations representing the nation's cities [**presstime**, April 1984, p.48].

NCTA spokesman Ed Dooley said his organization now is seeking changes in the bill to reflect recent decisions by the U.S. Supreme Court and the Federal Communications Commission and to meet other concerns.

NCTA, Dooley said, believes the legislation's rate-regulation provisions are at odds with the Supreme Court's June 18 decision that overturned Oklahoma's ban on cable TV liquor advertising originating in other states [**presstime**, July 1984, p. 48] and the FCC's July 12 ruling that local authorities cannot require a cable system to put anything into its basic service package, the only level of service for which the FCC has said local authorities may regulate rates.

ANPA Director/Telecommunications Affairs Kathleen Criner said she believes it is "highly unlikely" that Congress will enact cable legislation this year because a bill probably would not pass without NCTA's cooperation and because there is so little time remaining in the congressional session.

The current hang-up does not involve the parts of the bill of special concern to ANPA.

Remaining in the bill, despite Association opposition, is a provision to bar newspaper ownership of a cable system in the same community where the paper is published, and two provisions about which ANPA has expressed concern: to allow municipal ownership of cable systems and to require cable operators to offer certain percentages of their channels for lease. ☐

TELECOMMUNICATIONS NOTES

- Douglas F. Ruhe and William E. Geissler, principal owners of United Press International, have formed a **new low-power television** company with the president of the American Low Power Television Association, Richard G. Hutcheson III. Ruhe said he and his partners believe LPTV "will become a major broadcast service within the next three years, ultimately serving 25 million Americans or more."

  UPI officials said the wire service is not involved in Ruhe and Geissler's LPTV venture, called Community TV Network.

- CBS Inc., RCA American Communications Inc. and Western Union Telegraph Co. informed the Federal Communications Commission they will **not launch direct broadcast satellite** systems as previously planned. Five other companies, however, told the FCC they will proceed with plans for DBS service.

  There is one operational DBS system in the United States, launched last November by United States Communications Inc. [**presstime**, Dec. 1983, p. 24].

- The FCC June 27 voted unanimously to **deregulate television** much the same way radio was deregulated in 1981 [**presstime**, Sept. 1983, p. 11]. The commission eliminated guidelines calling for stations to air at least 10 percent non-entertainment and local programs, to limit commercials to 16 minutes per hour, and to formally ascertain the needs and problems of communities served. It also replaced a requirement for detailed program and commercial logs with a less extensive record-keeping rule.

- Seventy percent (107 of 152) of the classified advertising executives responding to a recent survey said they think it is unlikely that by 1994, **electronic delivery of classified advertising** to home TV screens will be common and account for nearly 50 percent of total classified revenue. The survey was conducted for the Association of Newspaper Classified Advertising Managers.

- Dow Jones & Co. July 2 announced an agreement with Quotron Systems Inc. to provide an after-business-hours electronic business news service called DowQuōt. Unlike most **electronic informations services**, which charge by the minute, DowQuōt charges subscribers a fixed fee of $100 for 20 hours' use a month. The service is available only between 6 p.m. and 6 a.m.

AP buys satellite transponders to help cut costs

The Associated Press has purchased satellite transponders from Western Union in a further effort to control communications costs.

AP bought a transponder on Westar III, on which it has leased space since the start of its satellite delivery program four years ago, and on the more powerful Westar VI-S, scheduled to be launched in December 1985.

Westar III currently handles transmissions for high-speed news, data, audio and photo services for AP's network of about 1,000 three-meter-wide dishes. Westar VI-S eventually will take over those functions, AP officials said.

The wire service will continue to lease space on Westar IV for its network of about 1,000 "M-Sats," the smaller (24-, 30- and 48-inch-wide) receiving dishes that can receive news copy but not photo or audio services.

Purchase price was not disclosed. But Keith Fuller, AP president and general manager, said the deal will save AP an estimated $28 million over the next decade.

Fuller said the transaction will allow AP to "expand its membership services and commercial opportunities without incurring additional operating costs."

He added that the "strength of AP rests not only in providing a premier news product, but in also delivering that product on a sophisticated, technologically advanced communications network."

Richard G. Atkins, AP director of communications, said Westar VI-S will provide AP with about 30 percent more transponder capacity. That additional space will permit expansion of AP's commercial services marketed by its subsidiary communications firm, SATNET [**presstime**, July 1984, p. 56].

He said the deal provides for improved satellite backup and "virtually guarantees" continuation of service in the event of the failure of one satellite.

A transponder—a hybrid word formed from transmitter and responder—is a "collection of electronics about the size of a shoebox," AP officials explained. It picks up radio signals from Earth, gives them a "rejuvenating jolt of energy" and sends them back to receiving dishes on the ground.

Westar III and Westar VI-S were built for Western Union by Hughes Aircraft Co. in El Segundo, Calif. ☐

Final postal case briefs filed

Final briefs in the postal rate case were filed with the Postal Rate Commission in July, with ANPA and other parties summarizing their views on the issues. Concluding oral argument took place July 26-27, with outside postal counsel Toni K. Allen of Washington, D.C., wrapping up ANPA's position.

The Association and other rate-case participants reiterated previously stated positions. Essentially, ANPA urged that third-class bulk mail rates be "positively adjusted"—that is, raised—to a "fair and equitable" level and that third-class mailings be subject to both a per-pound charge and a per-piece fee.

Also, ANPA emphasized a point made earlier in rate-case proceedings in urging the commission to adhere to a formula worked out in the last postal rate case regarding third-class mail's contribution to U.S. Postal Service overhead costs. The contribution under that formula would be higher than that currently proposed by the Postal Service.

The Association also spoke out on second-class rates, saying an economic-elasticity factor the Postal Service used in calculating proposed new rates is flawed, and the proposal "must be adjusted downward to correct the error."

The PRC is to issue a decision on recommended rates by Sept. 10 [presstime, July 1984, p. 51]. Then the governors of the USPS must act; they can accept or reject the new rates outright or with modification, or implement them under protest while seeking reconsideration.

ANPA has argued that the third-class rate structure used by shared or "marriage" mailers should include a per-piece component plus a per-pound component based on the relationship between weight and cost. It proposes a rate of 7.4 cents per piece and 39 cents per pound—overall, the highest rate proposed by any party in the case for pieces weighing less than 1 ounce. The lowest rate was proposed by the Direct Marketing Association, at 6.3 cents per piece up to 4 ounces and 25.2 cents per pound for heavier pieces.

If the commission recognizes that detached labels are separate pieces of mail, ANPA proposes to charge each of those pieces 6.7 cents, in addition to the 39-cents-per-pound fee.

Under current rates, mailers pay 7.4 cents if each third-class piece weighs no more than 3.91 ounces—the so-called "weight break." Detached labels are mailed at no extra charge assuming that their weight, in combination with that of the basic marriage-mail "flat," does not exceed the weight break. ANPA calls that an unfair "two-for-the-price-of-one" service.

For heavier pieces, the existing charge is 45 cents per pound, with a 3.6-cents-per-piece discount for presorting to the carrier route. "The current structure fails to trace costs and discriminates against mailers of lighter-weight pieces," ANPA maintains.

The direct-mail firm Advo-System Inc. has said ANPA's proposed third-class rates are far too high. The increase would be about 115 percent for a 3.5-ounce piece. The increase would be about 196 percent for a 3.5-ounce package accompanied by a

Who is advocating what on third-class rates?

ANPA has identified several key issues relating to the structure and level of third-class rates. Here is how the existing rate structure compares with the proposals of some of the participants in the rate case:

	Rates/Structure	**USPS "overhead" costs**	**Detached labels**
Existing	Minimum rate of 7.4¢/piece up to 3.91 ounces (weight break), and 45¢/pound for heavier pieces (less 3.6¢/piece when sorted to the carrier route).	On the basis of an average piece of mail, third-class contributes 40% less than first-class. "Markup for third-class is higher than for first-class.	No separate per-piece charge, and no charge at all when accompanying unaddressed mail weighing less than 3.91 ounces.
USPS proposal	Minimum rate of 9.5¢/piece up to 4 ounces, and 38¢/pound for heavier pieces.	An average piece of third-class mail should contribute 65% less than first-class mail. "Markup" for first-class should be higher than third-class mail.	Retain present structure.
ANPA proposal	Eliminate weight break. Adopt new structure, with each piece charged between 6.7¢ and 7.4¢* *plus* an additional 39¢/pound for each piece.	Retain existing relationship of first- and third-class contribution.	Treat detached labels in same manner as third-class postcards with same physical characteristics.
Advo-System Inc. proposal	Adopt USPS-proposed 4-ounce weight break with minimum rate of *not more than* 8.7¢/piece. No pound rate proposed.	No position.	Retain present structure.

*6.7¢ if the Postal Rate Commission recommends that detached labels be treated like other similar pieces of third-class mail, and 7.4¢ if detached labels continue to be mailed without payment of extra postage.

detached label if the commission adopts the idea that the labels are separate pieces and if it adopts ANPA's corresponding proposed rates.

In its final brief, ANPA said, "In real dollar terms, ANPA's proposed rate level is only 13 percent higher" than the equivalent rates in effect more than seven years ago. Because proposed rates will be in effect at least for the next three years, the effective 10-year change in rates would represent "a moderate rise in rates compared to other costs of doing business."

The Association added that "because mail near the weight break has paid in the past the least share of weight-related costs, such mail will be most affected by a one-time restructuring of the rates to reflect weight.

"In fact, the structural change would simply bring the rate for that weight category into line with the rates incurred by other third-class mail."

Another ANPA agrument calls on the rate commission to maintain the ratio of the third-class contribution to Postal Service overhead costs. In the last rate case, the commission held that the contribution to USPS overhead for third-class mail should be about 60 percent of the contribution for first-class mail. USPS has proposed that the ratio be lowered so that the contribution for an average third-class piece be only 35 percent of the first-class contribution.

Addressing the detached-label issue, ANPA continued to urge a separate charge for them even though rate commission Chairwoman Janet Steiger ruled that an ANPA proposal for a separate rate will not be considered in this case. The Association said the lack of a separate charge means detached labels are not paying their fair share of postal costs.

"Adoption of a separate rate for detached labels would achieve a fairer, nondiscriminatory allocation of postal costs, a lower per-piece charge for (third-class bulk) mail as a whole, and a more equitable relationship among all" third-class users, ANPA said.

The Association also has raised the detached-label issue in a separate case that is pending before the commission.

Overall, ANPA said its rate-case proposal "would yield many benefits. First-class mailers would pay lower rates"—possibly 21 cents for a stamp rather than 23 as proposed by USPS. "Lightweight third-class mail would no longer underwrite the costs of heavier-weight pieces. Finally, adoption of these proposals would preserve incentives for shared mail and many other innovative, entrepreneurial uses of the postal system." ☐

Political releases important to media

BY GUIDO H. STEMPEL III

It's an election year, and that means speeches and press conferences. While that may be the stuff coverage of a presidential campaign is made of, it's not the basis for coverage of congressional races.

Guido H. Stempel III

A 1983 report on coverage of 82 congressional races in 1978 found that interviews and press releases are more important than speeches and press conferences as sources of news. The study, made by Peter Clarke and Susan H. Evans of the Annenberg School of Communications at Southern California, included interviews with the political reporter from the largest newspaper in each of those 82 districts.

Eighty-two percent of the reporters said they had interviewed the incumbent, and 79 percent said they had interviewed the challenger at least once.

On the other hand, only 21 percent attended a press conference by the incumbent, and only 28 percent attended a press conference by the challenger during the campaign.

Thirty-four percent of the reporters did not attend a speech by the incumbent, and 44 percent did not attend a speech by the challenger.

They paid more attention to press releases than to speeches. Sixty-three percent said they read press releases carefully, while only 35 percent said they had read copies of speeches or other documents carefully.

Clarke and Evans also found that incumbents tend to get about 60 percent more coverage than challengers do. As might be expected, tight races got more coverage than lopsided ones, but the incumbent's advantage in coverage was greater in the tight races.

The findings are reported in *Covering Campaigns: Journalism in Congressional Elections*, published by the Stanford University Press.

• • •

The impact of editorial endorsements has been another election-year question ever since 1936 when only the voters wanted Franklin Delano Roosevelt. In the 11 presidential elections since then, the candidate with the most endorsements has won six and lost five, which certainly leaves the matter of influence in doubt.

A study by Robert E. Hurd and Michael W. Singletary of the School of Journalism at the University of Tennessee sheds some additional light.

Hurd and Singletary analyzed data from a national sample of 2,172 people interviewed in 1980 by the Institute of Social Research at the University of Michigan.

They concluded that the net effect of endorsements in the 1980 presidential race was one vote in a thousand. This in part was because effects in opposite directions canceled each other out.

For Republican voters, it made little difference what the newspaper they read did. Five percent of the Republicans voted for Carter whether the paper they read endorsed Reagan or Carter.

For Democratic voters, however, there was a difference. Of those who read a paper that endorsed Carter, 74 percent voted for Carter. Of those who read a paper that endorsed Reagan, 66 percent voted for Carter.

For independent voters, the effect was still greater. Of the independents who read a newspaper that endorsed Carter, 44 percent voted for Carter. Of those who read a paper that endorsed Reagan, 25 percent voted for Carter.

So, your editorial stance may make a difference, but the net effect of all editorial endorsements isn't likely to influence the outcome of this year's presidential election.

The findings of the two University of Tennessee professors are reported in the Summer 1984 Journalism issue of Quarterly. ☐

Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Beware liberal bias, Murdoch warns 'elite'

The First Amendment "was not written for a monopolistic, monolithic media," and today's news media "must be careful not to apply double standards"—based on a liberal bias—that could touch off censorship efforts, according to press magnate Rupert Murdoch.

"I take (the existence of) a liberal media elite as a given," he told a public forum, noting that in the 1960s young political activists saw "entry into the media as a short cut to power."

But today's journalists, in carrying out their proper role of exposing wrongs and in "keeping their distance from Big Business and being skeptical," should be careful not to allow personal political feelings to lead them to apply a double standard in news coverage, Murdoch warned.

The Australian publisher, whose U.S. dailies include the New York Post, the Boston Herald and the Chicago Sun-Times, obviously did not include himself in the liberal-media category, saying that U.S. journalism schools are "removed from reality" and asking why they "engender liberal rather than conservative" viewpoints in student journalists.

Murdoch's acceptance of the existence of a liberal media elite was challenged heatedly by Washington Post Executive Editor Benjamin C. Bradlee, who said no such liberal predilection exists at the Post, despite "cliche" charges to that effect from conservative groups.

Murdoch, Bradlee and other journalists were part of a June 28 symposium in Washington, D.C., on "Is There a Liberal Media Elite in America?" It was sponsored by the American Enterprise Institute, which is sometimes referred to as the conservative alternative to the liberal "think tank," the Brookings Institution.

Bradlee read detailed biographical summaries about top Post editors and their families to illustrate what he averred are their non-liberal, mainstream-America backgrounds and interests.

He complained that a widely quoted national study showing that a personal liberal bias is common in the national media involved no contact with the Post "elite" and, so far as he could determine from talking to his staff, involved an interview with only one Post staffer.

The study by professors S. Robert Lichter and Stanley Rothman of what they called "the nation's most influential media outlets"—including the Post, The New York Times, The Wall Street Journal, the news magazines and the television networks—was based on interviews with 240 journalists [presstime, March 1982, p. 26]. Bradlee complained that its findings are cited frequently by critics as evidence of a liberal slant in the Post's news columns.

Lichter, a professor at George Washington University in Washington, responded at the forum that Bradlee may have "questioned my integrity as a scholar" and explained how his findings are based on a scientifically determined nationwide random sampling of journalists of the national media. He said that the next step in the study will be to evaluate whether journalists' personal opinions actually influence their news coverage.

"You're tied up in statistics, and I'd like to get back to people," said Bradlee, referring to his biographical summaries on the Post editors.

During a question-and-answer session, Murdoch said The Washington Post is a "great newspaper" and Post Chairman Katharine Graham is a "great proprietor." It is a liberal paper, and there is nothing wrong with that, he said, asking Bradlee why he was trying to "hide from" the fact.

Graham, responding from the symposium audience, agreed that there is nothing wrong with a newspaper being liberally oriented, but, she said, the Post is not a liberal paper. "Most of the people that call us that don't read us," she said.

Asked if he felt whether paid commentaries called "advertorials," which typically are critical of the media, have any impact on public opinion, Murdoch said no.

"I don't know how many people read the op-ed page, but I do know that nobody reads the Mobil Oil ads (which usually run on that page)," said Murdoch. "But if they want to pay me, I'll print them."

Murdoch said he does consider politics as a factor when interviewing and hiring journalists.

"My best journalists are not from the journalism schools," said the Australian-born publisher. A college student planning a journalism career should "follow any other course of study."

—Neil D. Swan

American Indians to form press association

The first steps toward the formation of a Native American Press Association have been taken by 30 Indian journalists and publishers from across the United States and Canada.

An Indian news service was identified as the foremost need by the journalists at a recent meeting.

"If I had a wire service I could depend upon to fill my pages with regional and national news of importance to Indians, we could go weekly, raise our advertising rates and eventually become independent," said George Gorospe, co-editor of New Mexico's Pueblo News, a monthly tabloid with 2,600 circulation. While the Pueblo News carries advertising, it is subsidized by the tribal council, as are many American Indian newspapers.

Publisher Tim Giago, whose Lakota Times is published on the Pine Ridge Reservation in South Dakota, urged the participants in the June 22-24 session at Penn State University to work toward independence for their publications so they might take a larger leadership role.

Noting that the number of American Indians in the United States is increasing and currently stands at 1.5 million, Giago said: "Our papers can influence policy-making in Washington, and they can influence opinions on the reservations and in the towns surrounding them." One of the approximately 15 American Indian weekly newspapers in the United States, the Lakota Times (6,000 circulation), is supported wholly by advertisers and subscribers.

Loren Tapahe, publisher of Navajo Times Today, which recently went from weekly to become the only American Indian daily newspaper [presstime, May 1984, p. 76], said his publication is moving toward editorial independence and "can say just about anything we wish."

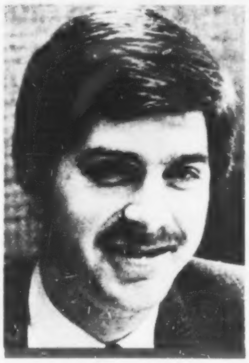
Participants discussed ways to secure accurate portrayals of Indians and fair reporting of Indian issues in the general-circulation media.

The group's new steering committee is scheduled to meet Aug. 23 in Oklahoma to draft a proposed constitution for the Native American Press Association, recommend goals and discuss financing goals and fund-raising plans. Its initial meeting was financed by the Gannett Foundation. □

Newspapers ponder advertising codes

Newspaper advertising departments are concentrating more than ever on guidelines to help staffers deal with special problems brought about by the changing economic and social climate.

Many newspapers either are in the process of updating existing written standards of advertising acceptability or are adopting standards for the first time.


Mark E. Laskowski

"The minute the economy goes bad, there's always somebody out there trying to get people's money," says Mary L. Mirasole, classified advertising manager of The Detroit News.

For instance, insertion orders for ads offering "Jobs! Jobs! Jobs!" and "Big Money" for stuffing envelopes or packing T-shirts have been abundant in the last few years.

As for changing social conditions, Mark E. Laskowski, classified advertising manager of the Colorado Springs (Colo.) Sun, says that "as society and lifestyles change, more and more questionable types of advertising appear."

Potentially bogus offerings for today's more liberal social scene include ads for "escort" services and singles clubs.

Society's emphasis on health and sex appeal also has given rise to more ads for diet and weight-loss programs that must be examined carefully before publication, newspaper ad executives say.

In most cases, tighter reins on ad acceptability mean a loss of advertising dollars for newspapers. "We turn down potentially more advertising today than we did 10 years ago," says Darrell C. Rooney, classified advertising manager of the St. Paul (Minn.) Dispatch and Pioneer Press. "We realize it's going to cost us a few dollars, but it's worth it to protect our credibility."

But some large newspapers have managed to capitalize on changing lifestyles. They now run personal classified ads—lots of them.

The Detroit News runs a column Mondays and Fridays, providing single people with a place to post a message in hopes of meeting a companion. Advertisers use blind box numbers. People who respond may do likewise.

Mirasole says the number of ads published in the column has ranged between 30 and 97. Ads have averaged 20 responses each.

"We have some very hard and fast rules" in accepting companion ads, Mirasole explains. The bottom line, though, is that "we use good, common sense."

As more papers look for good sensible rules in the ad acceptability area, some are using as models the guidelines drafted within the past several years by two advertising industry trade groups: the International Newspaper Advertising and Marketing Executives, and the Association of Newspaper Classified Advertising Managers.

The St. Petersburg Times and Evening Independent last December published an update of their ad guidelines. "It would be my guess that more newspapers now than ever before have stricter guidelines for advertising acceptability," says Richard E. Riggins, classified advertising manager.

They are needed not only to protect the newspaper's overall reputation, but also to facilitate compliance with myriad regulations, he observes. For example, Florida law prohibits advertisers from offering pets for sale that are less than eight weeks old. Before the recent update of the newspapers' guidelines, ads could be found offering six-week-old pets for sale.

However, just as in the case of editorial codes of ethics, some people in the newspaper business are opposed to written advertising standards because they fear such guidelines could be turned against a newspaper [**presstime**, Dec. 1981, p. 28].

—C. David Rambo

Papers hit for charging premium for ads varying from SAU sizes

Two newspapers that continue to charge a premium for advertisements whose sizes are not consistent with industry standards have come in for some criticism.

Although disagreeing with the practice, however, critics from the advertising field acknowledge that the flap is a "minor wrinkle" in an otherwise monumental achievement of the newspaper business—implementation of the expanded Standard Advertising Unit system.

The two papers criticized, The New York Times and the Chicago Tribune, say their policies are meant only to encourage advertiser adherence to standard ad sizes. They adopted the policies in 1981, when the newspaper industry implemented the Standard Advertising Unit system, and the policies have been perpetuated now that the expanded SAU™ system is in effect [**presstime**, June 1984, p. 46].

But some advertising agency executives complain that the two papers are applying the premium for a simple deviation from SAUs—a short extension of ad depth to accommodate such things as dealer listings.

"One of the basic precepts of the SAU system is an advertiser that wanted to put dealer listings or office locations could add space in quarter-inch depth increments along the width of the ad," said Frank J. Hajek, associate media director for the Dancer-Fitzgerald-Sample agency in New York City.

Lance R. Primis, Times senior vice president, advertising, said the newspaper has no plans to change its policy—at least not this year.

The Times charges from 1 to 3 percent more for the entire non-standard-size ad.

The Chicago Tribune charges a 10-percent premium for non-standard ads, according to Robert R. Holzkamp, vice president and advertising director. He said advertisers with ads involving dealer listings can buy a bigger SAU unit, or add onto the original advertisement in the increment of an SAU unit (one inch deep is the smallest).

John Blair reports good news and bad

From John Blair Marketing, one of the largest advertising agencies in the coupon field, newspaper publishers have just been given a dose of bad news, good news and more bad news.

The company announced it will drop its mid-week newspaper insert program at the end of this month. But next year, it will increase the scope and frequency of its program of Sunday newspaper insertions. At the same time, it will nearly double its direct mailings of coupons and advertising circulars in a program known as Network Mail.

The program of mid-week newspaper insertions "has been a good source of revenue for newspapers but at the same time has been somewhat of a nemesis," said Wayne E. Schile, vice president/newspaper group of Lee Enterprises.

He said while some newspapers predictably will lose revenue because of the end to the mid-week inserts, impact on the newspaper business as a whole will not be significant. The main reason is that the program tended to erode national run-of-paper ad revenue, according to Schile.

On the matter of Sunday inserts, Blair Marketing announced it will order them for 28 Sundays next year, an increase of seven from 1984. In addition, the program will expand from 248 Sunday newspapers with 44 million circulation this year to 288 newspapers with 47.1 circulation next year, said Blair Marketing President Robert A. Hemm.

Hemm said one reason for dropping the midweek inserts and increasing the frequency of Sunday inserts is that clients find the latter to be more effective. Clients "don't get enough pop, enough redemption (with weekday insertions), and they think they're making a mistake committing to it—and we agree," he explained.

As for Network Mail, Blair officials said 22 mailings are planned in 1985, compared with 12 this year. The program is operated by Advo-System Inc., a subsidiary of John Blair & Co. as is John Blair Marketing.

Hemm noted that Network Mail redemption has proven to be 20-percent more effective than Sunday inserts. Schile countered, however, that Blair "may be supporting their own direct-mail business" by talking up the benefits of Network Mail.

Other reasons Hemm cited for the weekday insert shift include duplication of morning and evening circulation in some markets and the threat of weekday coupon misredemption. Hemm said about 6 percent of total weekday insert circulation is "deemed to be insecure" because many newspapers do not have in-house capability to stuff inserts except for the Sunday editions. Consequently, he said, the inserting job in many cases is left to the carriers and delivery agents in the field.

"In dollar value, it's like sending money out" onto the streets, Hemm said.

Schile said newspaper carrier distribution is a proven, reliable system for delivering news and advertising. "It shows up where the newspaper is truly invited," not as a free-circulation mail piece that arrives unsolicited, he noted.

The Lee Enterprises executive said an unsolicited direct-mail program like Network Mail is less reliable than delivery by a newspaper carrier. With vacant dwellings on mail delivery routes because of people moving and other factors, "6 percent (of unaccounted for materials) is probably low when it comes to direct mail," Schile added. □

Ad spending up at newspapers

Advertising expenditures in daily newspapers totaled $5.214 billion in the first quarter of 1984, a 16.4-percent increase over the same period in 1983, according to preliminary estimates from the Newspaper Advertising Bureau.

Classified advertising scored the largest percentage increase, 32.1 percent, rising to $1.724 billion. During the same period, retail advertising rose 10.4 percent to $2.779 billion and national advertising climbed 7.9 percent to $710 million.

The figures for March showed smaller percentage increases than for the quarter as a whole. That month's overall expenditures were up 11.6 percent to $1.863 billion. Classified, the most rapidly growing category, soared 31 percent to $619 million; retail rose 4.4 percent to $1.003 billion; and national increased 2.5 percent to $240 million. □

Computerized U.S. Job Bank plugged in

The U.S. Department of Labor said in July that its national computerized job bank system aimed at getting job seekers in touch directly with employers anywhere in the country is now "fully on line" and will facilitate the flow of job information to and from the states.

The Interstate Job Bank in Albany, N.Y., was started as a pilot project in 1979. This latest expansion has generated some concern among classified advertising executives in the newspaper business.

The department said it has about 8,500 "hard-to-fill" job openings in the system, mostly in the professional and highly skilled categories with salaries and wages ranging from $7,100 up to $70,000, with a median of about $21,000.

The basis for the national job link are the computerized job banks in 45 states and territories that, each week, forward copies of their hard-to-fill job orders to the interstate job bank computer in Albany.

"Why should the federal government try to perform a service that can be done better by the private sector?" asked Richard E. Riggins, classified advertising manager for the St. Petersburg Times and Evening Independent.

He observed that "8,500 openings nationwide is not very many." A single issue of the Times (morning, circulation 282,653), for example, will average 1,200 job offers and the Sunday Times more than 2,000. And a big-city daily would have many more, he noted.

Riggins, immediate past president of the Association of Newspaper Classified Advertising Managers, said most of the job offers in newspapers are local in nature, and "most people are looking for jobs in their own city."

Cliff H. Hansen, classified advertising manager at the Newspaper Agency Corp. in Salt Lake City and ANCAM's current president, also noted that papers such as the Chicago Tribune, Houston Chronicle and Los Angeles Times "have two or three sections of nothing but help-wanted."

In 1976, ANPA commented in a statement to a House subcommittee that the Labor Department's Employment Service was expanding into "a vast, new kind of costly, super, national, all-purpose employment agency for all people at all times." □

Ten things to think about

BY CRAIG C. STANDEN

Craig C. Standen

The Newspaper Advertising Bureau's new presentation, "The Future of Advertising," and the research report by Leo Bogart on which it is based have stimulated considerable thought among executives in the advertising business as well as those in the newspaper business.

Leo believes that certain areas of the report have particular relevance to the newspaper business—not just the business side, but the editorial side, too. After all, if we sell less advertising, or if circulation goes down, eventually there will be a smaller newshole.

Leo suggests that there are ten points in "The Future of Advertising" [presstime, June 1984, p. 48] especially worth thinking about:

1. *The proliferation and clutter of broadcast messages.* All major advertisers are concerned about clutter and the decreasing effectiveness of commercials. This should be helpful to newspapers in the long run. Because newspapers communicate differently, we have a basic strength that should give us confidence. This isn't just something we say in our sales presentations. It's really the case—and we should not be shy about pointing it out to advertisers.

2. *The trend toward more direct-response advertising.* This is already apparent in the growth of direct mail and cable TV, and it's a further sign of the blurring of the traditional lines between national and retail advertising. There's no logic to the classification system that makes K mart a local advertiser and L.L. Bean a national advertiser. Somewhere along the line, this change is going to have to be reflected in the way newspapers structure their rates and in their selling practices.

Remember, more than half the revenues of a typical newspaper come from outside its own market.

3. *The growing concentration of advertising.* Concentration is growing not only in national but also in retail and even classified, and its effects hit us directly. Quite simply, this concentration has made possible the nationally coordinated merchandising and promotion programs that have resulted in a shift of advertising from ROP to inserts and—all too often—eventually to direct mail.

When there are fewer decision makers, an industry-wide selling program coordinated by the bureau becomes increasingly essential. For example, can you imagine newspapers pulling off an extraordinary achievement like the SAU™ program if every paper had been on its own?

4. *Increasing restrictions on advertising.* Restrictions on advertising may be advantageous to newspapers in the short run, but I doubt if they will in the long run. There is a strong move to get wine and beer ads off television, and this would certainly increase our billings. But the same forces will move to eliminate all cigarette and liquor advertising from all media. Though our tobacco business is down this year, it's been newspapers' top national classification in each of the last five years.

5. *The increasing importance of creativity.* The growing number of ad messages makes it harder and harder for individual ads to be heard, seen and recognized, and it makes the creative task of preparing ads that stand out more difficult than ever.

We've been giving high priority to reaching young creative people through our Athena and NoRMA awards and the Creative Newspaper. But it is equally important—very important—for you to be doing this kind of thing at the local level. Believe me, it does make the difference.

6. *The predicted demand for color.* Advertisers expect that newspaper color will be more or less universally available in the next few years, but it's got to be the top-quality color they're seeing in USA Today. I believe newspapers can and will deliver this kind of color for advertisers, and the bureau is interested in helping make it happen. With the support of the Color Committee of International Newspaper Advertising and Marketing Executives, we're planning a project on color to stimulate interest and know-how among newspapers.

7. *The growing demand for data.* We have made great strides in this area, thanks to strong newspaper support for syndicated audience research. This has made a strong impression with major agencies and advertisers.

But just making the numbers available isn't enough, especially with smaller agencies and local advertisers, who can also be sold with audience data (as local TV and radio stations well know). Your local sales people have to become more sophisticated in handling audience data to compete with broadcast people who've been using it to sell for years.

In addition, we at the bureau need more smaller and middle-sized newspapers to participate in our CAN DO program.

8. *Increased advertiser interest in targeting.* We absolutely must have computerized lists of both subscribers and nonsubscribers if we are to compete effectively with shared or "marriage mail." And we can't afford to be unresponsive to advertisers' demands for circulation breakouts by ZIP codes. Finally, we've also got to be alert to the opportunity for selective targeting *within* the newspaper, by positioning ads next to regular columns and other special-interest features such as crossword puzzles and stock market tables.

9. *New technology.* Even though the experts agree that new communications technology is not going to revolutionize the media world overnight, eventually we are going to see some major changes take place.

Our business is right to be on the cutting edge, with ventures in cable and videotex, even though a payout is coming more slowly than we thought it would. If interactive shopping takes even a small chunk of today's in-store retail business, it could have tremendous repercussions on retailing—and on newspapers. So we've got to continue to stay on top of developments.

10. *Upscale marketing.* With widespread predictions of a concentration on selling to affluent consumers, some newspaper people are asking, "If all the advertisers tend to put their eggs in the same basket and try to reach the upscale part of the market, shouldn't newspapers follow suit and become a selective medium?"

Our answer is: "No—we can't survive if we do."

Newspapers combine class with mass, and it's precisely the mass we deliver that gives us our unique advantage for the advertiser—and the vitality that counts when media are compared. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Youth carriers still predominate

A new study released by the International Circulation Managers Association shows that despite an increase in the use of adult carriers, the newspaper business will continue to rely heavily on the "little merchant" system.

Of responding morning dailies, 41 percent said their ratio of adult to youth carriers has increased "somewhat" over the last five years. Thirty-four percent said the ratio has "stayed about the same," and 17 percent said it has increased "greatly."

A bare majority of responding evening papers, 51 percent, said the ratio has stayed about the same over the last five years, while 34 percent said it has increased "somewhat" and 8 percent said it has increased "greatly."

A combination of youth carriers and adult carriers was used by 77 percent of the morning or all-day papers, and by 82 percent of the p.m.s. Nineteen percent of the morning dailies and 8 percent of the p.m.s reported using adults only. Four percent of the a.m.s and 11 percent of the evening papers said they had only youth carriers.

However, previous studies have shown that "little merchants" far outnumber adult newspaper deliverers; estimates have put the number of youth carriers at about a million.

In the new ICMA survey, newspapers also were asked whether they expect the ratio of adult carriers to youth carriers to increase over the next two years. About two-thirds of both morning and evening newspapers responding (62 percent and 63 percent, respectively) said they expect it to stay about the same.

Twenty-nine percent of a.m. papers predicted the adult ratio will increase "somewhat," 1 percent said it will increase "greatly" and 8 percent said it will decrease "somewhat." Twenty-eight percent of p.m. papers said the adult ratio will increase "somewhat," while 2 percent said it will increase "greatly" and 4 percent said it will decrease "somewhat."

The survey questionnaire was mailed to the approximately 1,500 recipients of ICMA Update magazine. There were 355 responses from all 50 states, the District of Columbia, Puerto Rico, Canada, Japan and South Africa.

The survey was conducted by James C. Currow, vice president of sales and marketing of Fort Wayne (Ind.) Newspapers Inc., and results were tabulated by the company's market research department.

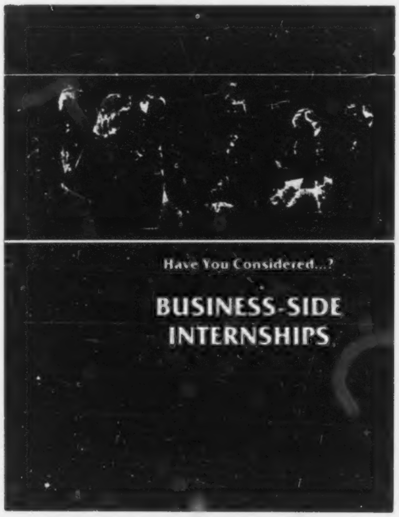
It also revealed that 86 percent of respondents have a total-market-coverage product. Use of the mails was the most preferred delivery method for TMC among 65 percent of morning papers and 60 percent of the afternoon dailies. ☐

Intern manual available

A manual for business-side internship programs, including circulation, has been published by ANPA Foundation and the International Newspaper Advertising and Marketing Executives Foundation.

Also covered are internships in the advertising, promotion and personnel departments.

Copies are available for $1 each from ANPA Foundation, The Newspaper Center. ☐



The 28-page manual has an 8½" x 11" format.

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ABC audit adjusts figures in Houston

An Audit Bureau of Circulations review indicates that the Houston Post and Houston Chronicle overstated paid circulation for the 12 months ending Sept. 30, 1983, by 23 and 9 percent of their circulations, respectively.

Houston for years has been a competitive newspaper town of continuing economic growth. The Toronto Sun Publishing Corp. bought the Post late last year [**presstime**, Nov. 1983, p. 49].

J. Douglas Creighton, president and chief executive officer of the company, said that before his firm made an offer for the Post, it learned of a "tremendous amount of free sampling," and that after completing the purchase, "We cut off all that sampling" and asked for an audit of both newspapers.

The ABC audit of the Post, released in July, showed that average paid circulation for the weekday paper was 322,965 for the reporting period. That was short of the publisher's statement by 75,853 copies, according to ABC.

The audit of the Chronicle, released in June, showed average paid circulation for the weekday paper was 409,700. That number was short of the publisher's statement by 39,292 copies, ABC said.

Most deductions ABC made from the publisher's report for the Post's weekday circulation, 55,943, were for copies delivered to households that had not paid for their subscriptions for some time. Another 19,910 were subtracted because they were "complimentary copies," ABC said.

Most deductions from the Chronicle publisher's statement, 30,341, were for what the ABC called complimentary copies included as paid circulation. Another 7,021 were "additional left over and unsold copies," and 1,930 were copies delivered to households delinquent in subscription payments, ABC said.

The audits also showed that for the Post, paid-circulation claims were overstated by 87,457 for Saturday morning circulation and 87,771 for Sunday. For the Chronicle, auditors deducted 37,250 copies for Saturday morning circulation and 37,426 for Sunday.

Efforts to reach the Post's former ownership for comment were unsuccessful. A spokesman for Houston Chronicle Publishing Co. would not comment. □

Readership

Canadian firms offer instant audience data

A computerized service called "NADbank 84" (Newspaper Audience Databank) providing advertisers with results of a new newspaper audience survey has been launched in Canada by the Newspaper Marketing Bureau of Toronto.

"It's a media sales tool we can use with advertisers to demonstrate the strengths of daily newspapers in comparison to magazines and broadcasters," said J. Arnold Tester, research manager for the Southam newspaper group.

Two on-line service companies—Interactive Market Systems and Telemar Communications—have data in their computers that advertisers and the media can extract to examine readership profiles in the 30 markets surveyed and to isolate special target groups, Tester noted.

The bureau announced results of the readership study at meetings of advertisers in Montreal, Toronto and Vancouver [**presstime**, July 1984, p. 72].

The bureau's study of the 30 top Canadian markets showed that 63 percent of adults 18 years of age and over "read a daily newspaper yesterday," according to Robert B. McElhinney, NMB vice president/market development. Between Monday and Friday, 89 percent read a paper at least one day, and during a full week, the readership figure rises to 91 percent, he said.

The findings, McElhinney added, "confirm the continuing, almost universal daily newspaper reading habits of Canadians."

He said strong weekend readership trends are common across North America and are consistent with the increased availability of Sunday newspapers in Canada.

"Now and again we are all exposed to forecasters predicting a gloomy future for newspaper reading," McElhinney said. "NADbank 84 is indicating quite an opposite picture."

The NMB official noted that teenage readership was measured for the first time. The survey indicated that 45 percent of teenagers 12-17 in the 30 markets read newspapers yesterday (compared with the 63 percent for adults).

The bureau is planning to update the information by surveying one-third of the sample each year in each market, McElhinney said. □

Education

Fellowship program seeks funds

The Journalists in Residence program at the University of Michigan, one of three programs of its kind for U.S. journalists, has put out a distress call to the journalism community.

With its federal funding ended, the program now must find other funds to survive. The program is seeking to raise an endowment of at least $4 million.

A recent development could take the program half way to its goal. Knight-Ridder Newspapers Inc. and the Knight Foundation offered the program a "challenge grant" of $1 million. A matching $1 million must be raised over three years in order for the program to receive the grant.

Also contributing to the endowment fund were The Detroit News and its parent company, the Evening News Association, which will give $75,000 over five years.

Meanwhile, for the 1984-85 academic year, the program is being supported by funding from the university, a $50,000 grant from the Knight Foundation, and $25,000 grants from the Gannett Foundation and the Newhouse Foundation. (The Booth Newspapers of Michigan are members of the Newhouse Newspapers group.)

The Journalists in Residence program provides fellowships to journalists at or near mid-career to enable them to spend an academic year studying on the Michigan campus according to a self-designed curriculum [**presstime**, Jan. 1984, p. 25].

The Michigan program and a sister program at Stanford University were started in 1973 at the instigation of the federal National Endowment for the Humanities. NEH funding supported both through the 1983-84 academic year.

However, unlike the one in Michigan, the Stanford program has accumulated an endowment of about $7.5 million, and Director Lyle M. Nelson said it is now self-sustaining.

More than half of the Stanford endowment consists of a $4-million grant from the Knight Foundation.

The oldest of the three programs for working journalists, at Harvard University, has been run since 1938 by the Nieman Foundation. Its last major fund drive was in the 1960s, when more than enough money was raised to match a $1.2-million challenge grant from the Ford Foundation. □

Guild plans all-out organizing at U.S. and Canadian dailies

The Newspaper Guild is "on a roll" in terms of organizing new members, according to its officers.

J. William Blatz, the Guild's director of field operations, said the union has organized 508 newspaper people in Milwaukee and Hamilton, Ontario, since the first of April.

In the past fiscal year, which ended March 31, bargaining rights were won for 760 employees. This can be measured against an average of 499 employees a year over a 25-year period, Blatz noted.

Discussing the organization of more than 300 editorial and library employees at The Milwaukee Journal and Milwaukee Sentinel—the largest newly organized unit to vote for Guild representation in 32 years—Guild President Charles A. Perlik Jr. announced at the union's recent convention: "To the [daily newspaper] employees in Des Moines, Kansas City, Dallas, Atlanta, Edmonton and Calgary—you're next!"

"Newspapers have effectively been served notice," said Keith R. Fuller, director of employee relations at the Sacramento-based McClatchy Newspapers. "I believe the Guild is deadly serious," added Fuller, who is chairman of the ANPA Human Resources Committee. "They know their survival depends on getting dues-paying members, especially since the failure to achieve a merger with another union."

Edward J. Murphy, senior vice president and general manager of The New Haven (Conn.) Register and Journal-Courier, said, "The idea of targeting certain papers and certain ownerships would appear to me to be a more sophisticated way of generating new membership rather than the helter-skelter approach that appeared to be [the Guild's] method in the past."

About 185 delegates to the June 18-22 convention in San Juan, Puerto Rico, approved a recommendation of the international executive board for a pair of special assessments this summer that will raise an anticipated $740,000 to be used for organizing.

The assessments for two months range from $2 to $27.35 a month, depending on members' wages.

The money will be used "exclusively" for organizing, Blatz said. It will be the "biggest push since 1978," he noted.

Fifty-First Annual
1933
THE NEWSPAPER GUILD AFL-CIO
San Juan, Puerto Rico, June 18-22, 1984

International Chairperson Harry S. Culver (at podium) presides as tellers tabulate results of only roll-call vote during Newspaper Guild convention in San Juan.

The union now has 11 international representatives and a Canadian director who do organizational work as part of their regular duties. "We're talking about the possibility of hiring people who would be organizers only," Blatz said.

The Guild's membership has remained steady at around 32,000 members in recent years. Successful organizing drives have been offset by the loss of members at newspapers that have closed. Last year, for example, the union organized 105 editorial workers at The Spectator in Hamilton, Ontario, and about 85 people in the newsroom of The Windsor (Ontario) Star. But 120 members were lost in the closing of The Columbian in suburban Vancouver, British Columbia.

The union's organizational efforts are not confined to news and editorial staffs. The Guild has been certified by the Ontario provincial government this year to represent about 170 part-time workers in the mailroom of The Spectator and about 30 circulation employees of The Windsor Star.

Other action. At the San Juan convention, the only roll-call vote concerned the endorsement of political candidates. The Guild's participation in the AFL-CIO's endorsement of Walter F. Mondale in the Democratic presidential primaries had been repudiated by some members [presstime, Dec. 1983, p. 42].

Since that endorsement, the international executive board has adopted a policy requiring that sentiments of Guild members be assessed before officers make endorsements on behalf of the union. In the roll-call vote, the delegates rejected a proposal that would have required a formal referendum of the membership before endorsements could be made.

The convention approved:

- Raising the wage goal to $1,000 a week for experienced employees in key classifications [presstime, June 1984, p. 61; also, see story, p. 6].
- An amendment to the collective-bargaining program that requires local unions to propose in negotiations that pregnant employees be allowed to transfer without reduction in pay from a job or working conditions the employee believes may be hazardous to the unborn child
- A resolution calling for the Canadian government to enact a Daily Newspaper Act that would deal with the issue of concentration of ownership [presstime, June 1984, p. 70].

The officers reported to the convention that the union's general fund, out of which operating costs are paid, ended the fiscal year with a surplus of $83,798, based on income of $3,071,568 and $2,987,770 in expenses. Net worth was reported as $5,472,919.

—*Clark Newsom*

District manager ruling affirmed; Teamsters seek rehearing

The 6th U.S. Circuit Court of Appeals has affirmed an NLRB decision that circulation district managers of The Oakland Press in Pontiac, Mich., are supervisors.

Local 372 of the Teamsters had contended that the newspaper was "equitably estopped"—that is, bound by a prior action—from claiming the district managers are supervisors exempt from coverage under the Taft-Hartley Act.

At one time, when the company's juvenile carriers were characterized as independent contractors, the company had recognized the district managers as employees covered by the act and they were represented by the union. In 1976, however, the newspaper reversed its position and refused to bargain with the union, claiming the district managers were actually supervisors. The union then filed an unfair labor practice charge with the NLRB.

The NLRB subsequently found that the carriers were employees and the district managers were their supervisors [presstime, July 1980, p. 54].

The 6th Circuit affirmed the board's decision but remanded the case on the narrow issue of equitable estoppel. The union appealed to the court after the board upheld the company's position.

The union has filed a petition for a rehearing.

(Newspaper Drivers & Handlers Local 372 v. NLRB, USCA6 No. 83-5311) ☐

ITU ordered to change bylaws

The International Typographical Union has been ordered by the National Labor Relations Board to amend its bylaws as they apply to resignations from the union.

The decision came four years after an administrative law judge had recommended the order in a case involving the New Haven (Conn.) Register and Journal-Courier [presstime, Oct. 1980, p. 44].

At issue was a section of the bylaws stating that members must have "the consent of the local union" to resign.

The case arose when three employees represented by New Haven Typographical Union No. 47 were promoted to supervisory positions and attempted to withdraw from the union. The union refused to accept their applications for withdrawal.

The NLRB said the union's restriction on resignation "is invalid on its face" and ruled that the ITU local violated the Taft-Hartley Act by refusing to accept the proffered resignations.

The New Haven case is the first in which the international union has been named as a direct party.

(International Typographical Union and Register Publishing Co. Inc. et al., 270 NLRB No. 213) ☐

NLRB elections

Houghton (Mich.) Daily Mining Gazette, GCIU: Employees in the editorial, advertising, circulation and accounting/administrative departments voted 20-4 in favor of representation by the Graphic Communications International Union.

(NLRB Case No. 30-RC-4344)

La Opinion, Los Angeles, IBT: Pressroom employees voted 10-1 and mailroom employees 6-0 against representation by Local 986 of the International Brotherhood of Teamsters.

(NLRB Case Nos. 21-RC-17404, 17405)

Recent contract settlements

Columbus (Ohio) Citizen-Journal, Guild: Three-year agreement covering editorial employees; retroactive to Nov. 1, 1983.

Minneapolis Star and Tribune, GCIU: Three-year agreement covering photoengravers; retroactive to Dec. 1, 1983.

San Antonio Express and News, GCIU: Two-year agreement covering pressmen; retroactive to Aug. 6, 1983.

(Details in August 1984 ANPA Labor & Personnel Relations Letter.)

Rules to broaden EEOC coverage are proposed

The Equal Employment Opportunity Commission has proposed two rules broadening coverage of older workers under the Age Discrimination in Employment Act.

It proposed that apprenticeship programs, which are now exempt from coverage under the act, be covered, and that employers be required to continue making pension fund contributions for workers who have passed "normal retirement age," generally 65.

Both proposals, which in late July had not been scheduled for publication in the Federal Register, require a period for public comment and must go through a procedure of consultation and coordination with other federal agencies before being issued in final form.

In 1980, the commission proposed a rule extending coverage of the act to apprenticeship programs, but that proposal was never adopted in final form [presstime, Nov. 1980, p. 33].

In other developments at the EEOC, President Reagan named Tony E. Gallegos to a second term on the commission. Gallegos, a Democrat, was first named to the commission in 1982 to serve the remainder of a four-year term ending July 1, 1984.

The Senate recently confirmed the nomination of Fred W. Alvarez as a commissioner [presstime, May 1984, p. 74].

One vacancy remains on the five-member commission. It occurred when Vice Chairman Cathie A. Shattuck resigned last April to enter private law practice. ☐

Times will appeal NLRB order

The New York Times will appeal to a federal court an NLRB order directing it to furnish Local 3 of The Newspaper Guild with certain information requested by the union, according to Howard Bishow, vice president/employee relations.

Part of the information concerns copies of job-evaluation reports on an employee. The other data are related to the company's involvement in electronic publishing ventures.

The board's order came on the recommendation of an administrative law judge [presstime, Feb. 1984, p. 44].

(The New York Times Co. and Newspaper Guild of New York, 270 NLRB No. 194) ☐

Seattle daily upheld in severance-pay dispute

An arbitrator has upheld the Seattle Post-Intelligencer in a severance-pay dispute that arose from the implementation of a joint operating agreement with The Seattle Times.

The JOA—which under the Newspaper Preservation Act permits two competing newspapers to combine all operations except editorial when one paper is failing—was implemented May 23, 1983 [**presstime**, June 1983, p. 48].

Seattle Mailers' Union No. 32 alleged that the Post-Intelligencer had violated its labor contract by failing to pay 10 weeks' severance pay to mailers who lost their jobs at the P-I but who were hired the next day by the Times.

The labor agreement stated that in the event of "permanent suspension of publication" or "merger," discharged mailers not re-employed by the "merged papers" would receive 10 weeks' pay.

The Times hired 25 of the P-I's 54 mailers. Those not hired were given severance pay in the amount called for by the labor agreement in accordance with an additional JOA "effects" agreement signed by the company and the union.

Arbitrator Zane Lumbley found there had been no merger of corporate entities. Furthermore, he noted, publication of the Post-Intelligencer had not been suspended.

Lumbley rejected the union's argument that the labor agreement had been designed to compensate mailers hired by the Times for the loss of their seniority rights. The P-I mailers had been "end-tailed" behind the Times' mailers. He noted that the matter of seniority or "priority" had been left "entirely" to the discretion of the union.

The fact that some of the mailers had received dismissal pay was not at issue in the arbitration. Under Lumbley's interpretation of the labor contract, none of the mailers were entitled to the 10 weeks' pay. □

Union bid reinstated in Baltimore

A union's petition to represent district advisors in the street-sales section of The Baltimore Sun's circulation department has been reinstated by the NLRB.

The petition filed by Local 355 of the Teamsters had been dismissed last year by the board's regional director in Baltimore after he found the advisors are supervisors of employees known as "hawkers" who sell newspapers on the street [**presstime**, Jan. 1984, p. 53].

The union appealed the decision to the board, contending that the advisors should not be considered supervisors of employees because the hawkers are independent contractors, not Sun employees. The board agreed.

In overturning the regional director's decision, the board said that the "most significant" factor indicating independent contractor status is that most of the hawkers are permitted to sell competing publications.

(A.S. Abell Publishing Co. and Truck Drivers and Helpers Local Union No. 355, 270 NLRB No. 181) □

Bankruptcy law signed

A new law requires court approval before employers who file for bankruptcy can repudiate their labor agreements.

The law overrules a U.S. Supreme Court decision earlier this year that allowed financially troubled employers to unilaterally cancel or modify their labor contracts pending reorganization by bankruptcy courts [**presstime**, April 1984, p. 62].

President Reagan signed the legislation into law July 10. □

Additional arbitration awards

Baltimore Sun, GCIU: Joseph M. Stone ruled that the use of a new camera in the news-art department did not violate the union's jurisdiction.

Cleveland Plain Dealer, ITU: Marvin J. Feldman decided that mailers who regularly work less than five shifts a week lose the status of a full-time employee.

Detroit Free Press, Teamsters: Gabriel N. Alexander overturned the discharge of a circulation department district manager who had been accused of dishonesty in counting newspapers delivered to him.

Erie (Pa.) Daily Times and Morning News, ITU: Clair V. Duff sustained the discharge of the mailers' union president for insubordination—refusing to work as directed—and a three-day disciplinary suspension given the mailroom's union steward.

Newsday, Long Island, N.Y., ITU: George F. Sabatella ruled that the company did not violate a contractual prohibition against disciplinary suspensions when it fired a composing room employee for violation of work rules and reinstated him four days later.

New York Post, Guild: John E. Sands found the company violated an agreement regarding the creation of a new sales analysis department by failing to transfer two employees.

New York Times, ITU: Richard Adelman sustained management's right to determine the location where mailers check returns of newspapers.

Primos (Pa.) Delaware County Daily Times, Guild: Walter J. Gershenfeld upheld the company's reassignment of an employee in the dispatch section of the display advertising department.

Providence Journal and Bulletin, GCIU: Marcia L. Greenbaum ruled that the company did not violate the work jurisdiction of photoengravers by assigning certain work to pressmen.

San Diego Union and Tribune, Guild: Thomas Christopher overturned the discharge of a trainee district manager after finding he had not been treated the same as other trainees.

Youngstown (Ohio) Vindicator, Guild: Lynn B. Griffith Jr. ruled that a circulation department employee was not entitled to be paid for the time he missed work while having his glasses replaced.

Youngstown Vindicator, ITU: Roland Strasshofer Jr. found that the company did not violate the labor agreement when it made a change in the operation of an inserting machine in the mailroom.

Washington Post, ITU: Jacob Seidenberg held that a printer substituting for a regular employee was entitled to sickness and accident benefits.

Wilkes-Barre (Pa.) Times Leader, Guild: Robert F. Koretz found that a labor agreement was no longer in effect after the union struck the newspaper.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

St. Louis Guild wins photo pay case

The granting of bonuses to certain photographers at the St. Louis Post-Dispatch triggered a grievance by Local 47 of The Newspaper Guild that resulted in an arbitrator sustaining the union's position.

The bonuses were given to the photographers for their work during the 1982 National League baseball playoffs and the World Series won by the St. Louis Cardinals.

At issue was the interpretation of a provision in the labor agreement stating that whenever the newspaper "sells for profit for outside use" any material prepared by an employee, the employee will receive a share of the proceeds "subject to agreement" between the Post-Dispatch and the Guild.

Under a longstanding agreement, when the company sells photographs taken by its photographers, 50 percent of the proceeds go into a pool that is equally divided among the photographers at the end of the year.

After the Cardinals won the Series, the Post-Dispatch prepared a booklet called "It's a Celebration" that included photographs taken by its photographers, along with editorial comment about the players, the playoffs and the Series. Also included was the first publication of the 1983 Cardinals game schedule and an ad for Budweiser beer, which is brewed by Anheuser-Busch, the parent company of the Cardinals. The logos of the newspaper and the baseball team appeared on the cover.

The Guild contended that all of the newspaper's 16 photographers should share equally in the proceeds from the sale of the booklet. Nine of the 16 received the bonuses.

The company, however, said the booklet did not come under the phrase "outside use" in the labor agreement. It contended that the booklet was not an outside use of employee material but was actually the use of employee material and talent that the newspaper had purchased with salary payments. It noted that no payment had ever been made to photographers as the result of photographs appearing in any other Post-Dispatch booklets, publications or products.

The voluntary payment of bonuses to certain employees for their work in connection with the publication of the booklet did not create an obligation to provide similar bonuses to all photographers, the company said.

Arbitrator Bert L. Luskin, however, found that the sale of the booklet constituted "a sale for profit for outside use." He said that an agreement between the newspaper and the baseball team that led to the publication, sale and distribution of the booklet was a joint venture with the Cardinals "in every sense of the term."

"The joint venture proved to be one that generated substantial benefits to both the Cardinals and the Post-Dispatch," Luskin noted. "The entire transaction was unique and different from any of the distribution methods developed by the Post-Dispatch for the sale of numerous types of reprints, souvenir editions of the paper, published articles or series based upon matters of general interest."

The "transaction" fell within the provisions of the labor agreement, Luskin said, because the booklets were sold to the Cardinals under an arrangement that constituted a "sale for profit" to an outside organization.

He said a "mutually agreeable proportion" of the net proceeds from the sale should be distributed among eligible employees based upon the formula and the procedure followed by the parties in prior years. The matter was "returned to the parties" for further discussion.

Following Luskin's decision, the company and union agreed that each of the photographers would receive $275. Those who had already received a bonus retained it, as well. ☐

Seniority system validity upheld

The U.S. Supreme Court recently ruled that a federal court lacked power under Title VII of the Civil Rights Act of 1964 to order the City of Memphis to lay off more senior white firefighters during a municipal financial crisis in order to preserve the gains made by minority firefighters under two affirmative action consent decrees.

The court ruled 6-3 in *Fire Fighters Local 1784 v. Stotts* that the city could follow its bona fide seniority system in making layoffs. ☐

Newspaper seeks reversal in 'firing' case

The Newport News (Va.) Daily Press is seeking to overturn a federal jury's award of $149,000 to a former circulation department district manager.

The employee, James B. Bristow, was 64 when he retired in 1981 after working for the company 16 years. He subsequently sued the company, alleging that it had discriminated against him on the basis of age by failing to promote him. He said he left voluntarily to avoid being fired.

The jury found that Bristow had not been discriminated against because of his age. But it found that the company had forced his resignation and awarded him the damages.

The company contends that the verdict was not supported by the evidence and has asked U.S. District Judge J. Calvitt Clarke Jr. to set it aside. ☐

Deliverers' assignments upheld by NLRB

Two jurisdictional disputes between mailers and deliverers at the New York Daily News were recently resolved by the NLRB in separate decisions.

In both cases the board upheld the company's work assignments to drivers and other employees represented by the Newspaper and Mail Deliverers' Union of New York City and Vicinity. The mailers are represented by New York Mailers' Union No. 6.

The board ruled in a dispute at the Garden City, N.Y., plant that employees represented by the deliverers are entitled to wrap and tie papers that were formerly distributed by a wholesaler.

In the other case, which involved the Brooklyn plant, the board held that deliverers-represented employees are entitled to remove papers from non-automated stacker lines and deliver them on rolling tables to other workers who make up odd bundles.

The company's preference, past practice, economy and efficiency of operations were determining factors in both decisions.

(Newspaper and Mail Deliverers' Union of New York City, 270 NLRB No. 53; New York Mailers Union No. 6, 270 NLRB No. 52) ☐

Speeches

Arthur Ochs Sulzberger

Michael W. Hammer

Jeremy L. Halbreich

Linda B. Skover

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

The Development of Business Executives for the 21st Century
Arthur Ochs Sulzberger, publisher, The New York Times. Annual Isaiah Thomas Distinguished Lecture in Newspaper Management, Rochester Institute of Technology, Rochester, N.Y., May 9.

An Independent Press Must Be Maintained
Katharine Graham, chairman of the board, The Washington Post Co. Duke University commencement exercises, Durham, N.C., May 6.

Innovative Single Copy Sales
Ray F. Mack, executive consultant, Scripps-Howard Newspapers. International Circulation Managers Association annual sales conference, Toronto, June 30.

Report on Postal Developments in Washington.
W. Terry Maguire, ANPA vice president/general counsel. Texas Press Association annual Summer Convention, June 22.

VDT Legislation
Claudia M. James, ANPA counsel. Gannett Human Resources Conference, San Antonio, June 17.

FOIA: There Is Room for Improvement
Michael W. Hammer, special investigations and assignments editor, The Daily Oklahoman, Oklahoma City. House Subcommittee on Government Information, May 23.

The Big Chill: A PR Man's Perspective on America's Frosty Attitude Toward Journalists
Joseph A. Kopec, vice president, Hill and Knowlton Inc., New York City. University of South Florida Mass Communications annual Honors Banquet, Tampa, April 12.

From the Institute of Newspaper Controllers and Finance Officers annual spring meeting, Orlando, Fla., May 20-23:

The Future of Newspapers
Jeremy L. Halbreich, senior vice president, The Dallas Morning News.

Child Care Centers: An Emerging Benefit
Susan M. Sease, business manager, Greenville (S.C.) News and Piedmont.

New Technology
William D. Rinehart, ANPA vice president/technical.

All Is Still Not Well in Paperville, But the Cloud Is Moving
Richard W. Raiford, executive vice president, Southeast Publishers Newsprint Sales Co., Atlanta.

From the International Federation of Newspaper Publishers annual congress, Paris, May 21-23:

The Philosophy of "Newspaper in Education"
Donald N. Soldwedel, president, Western Newspapers Inc., Yuma, Ariz.

A Global Perspective: "Newspaper in Education" and Illiteracy
Linda B. Skover, ANPA Foundation manager/education services.

Nordic "Newspaper in Education" Program: Improving Language and Knowledge and Developing New Readers
Leif Dahlström, pedigogical instructor for Swedish NIE program.

A Dutch "Newspaper in Education" Program: A Success Story
Josée Gerding, Sijhoff Pers BV, The Netherlands.

Maintenance key to quality, press mileage

Alvin Miller periodically circles the Hoe presses at The Pittsburgh Press, placing a stethoscope against the whirring machine. If a bearing is defective, it will emit an uneven sound that can be picked up by the medical instrument.

The stethoscope "will detect a rough rumble," says Miller, assistant pressroom superintendent. "It's 90 percent accurate."

Miller's ritual is part of the Press's preventive maintenance program, instituted about a year ago.

Such PM programs, as they are called in pressroom argot, are a lively topic of debate.

A PM program is viewed in the business as a categorical necessity for newspapers determined to put out the highest possible quality product and to get the most mileage out of their presses. Executives at newspapers with such programs suggest using the equipment manufacturers' maintenance recommendations as a base and building from there.

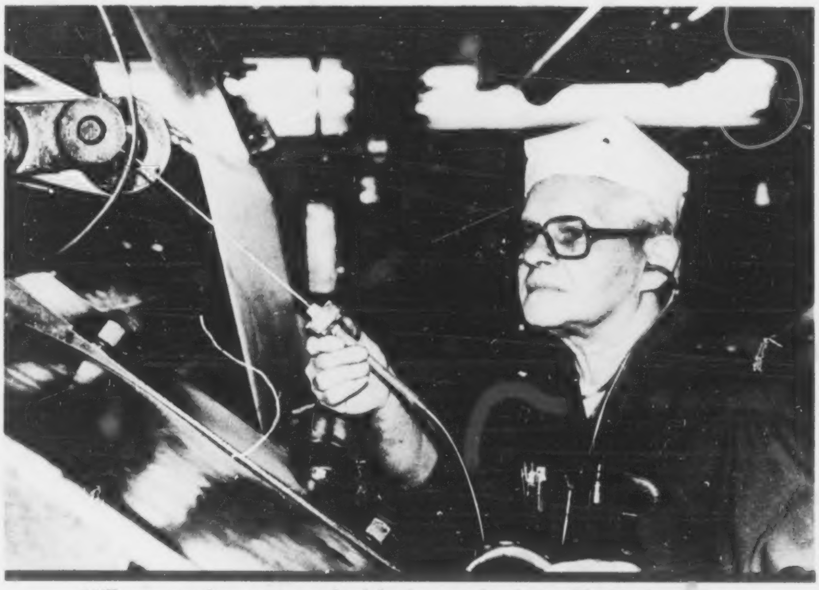
However, asking five production executives what constitutes a good program will more than likely result in five different answers. An individual program will reflect a newspaper's operational philosophy, objectives, circulation and printing workload.

Miller and other production experts generally agree, though, that three elements constitute a basic program:

- A commitment by top-level management to press maintenance
- A systematic way to implement a PM program
- Strong documentation supporting the program.

Management's involvement in the PM program can manifest itself in various ways. At one extreme, publishers have ordered that their presses be painted white and kept white. At the other, production supervisors are content knowing that their bosses are aware of the requirements—and of the goals—of the PM program.

For instance, it is sometimes tempting for a general manager to assign an additional job during time allotted for maintenance. The underlying fallacy in this approach is that the pressmen are "wasting time" on maintenance until the next press run.



The Pittsburgh Press

Miller uses stethoscope to test for defective press bearings at The Pittsburgh Press.

Postponing maintenance might mean management will have to allocate overtime to get the work done. Or if PM is skipped over entirely, a mechanical breakdown may result sometime in the future.

"It's very easy to psychologically get away from preventive maintenance," cautions Conrad J. "Chip" Rausch, engineering director at the New York Daily News.

In establishing a schedule for maintenance, most larger dailies look to Sunday, which is a relatively slow day in the pressroom. Certain personnel are designated to perform certain maintenance programs.

At smaller circulation newspapers, however, the press crew usually does the necessary work either before or after the press run on a daily basis.

The PM program gains in importance if the newspaper also prints commercial job work because most commercial work, particularly inserts, demands higher quality printing. Commercial work also means more complexity in scheduling time and manpower for preventive maintenance.

Documentation is the juice of an adequate PM program; without it, the program will wither.

"You've got to have bookkeeping," says Richard E. Lewis, vice president/operations at The Record in Hackensack, N.J., "or you have nothing."

Documentation takes on many forms and serves a variety of functions. At its simplest, it might be a card index listing which pieces of equipment get what maintenance when and from whom. In more comprehensive programs, files are kept on each press unit, folder and reel stand, listing what tools are to be used to adjust specific mechanisms.

With documentation, production executives can track not only the work performed on a particular piece of equipment but also the performance of the equipment. It also serves supervisors by allowing them to monitor the performance of personnel and products.

Proper documentation also can enable a newspaper to go a long way toward achieving its PM-program objectives, the greatest of which is likely to be improved printing quality.

"Press maintenance and diligence are the two main ingredients in quality reproduction," says Golden L. Faris, director of production for Indianapolis Newspapers Inc. "You have to have a press that's well-maintained to print quality."

Some people believe that an adequate PM program might be having the foreman periodically tell the flyboy to pick up a grease gun and hit all the visible lubrication fittings on the press. But few production people subscribe to that version of maintenance.

"The don't-fix-it-till-it's-broken attitude doesn't make it in the pressroom," comments Lawrence D. Marbert, director of construction and mechanical systems for Knight-Ridder Newspapers.

Adds Faris: "A press maintenance program that addresses something only when it breaks I consider both inadequate and poor."

—Paul Kruglinski

Getting the most out of ink—and the least

BY BRUCE E. BLOM

Ink mileage and ink rub-off are two key areas of concern in newspaper production these days.

The drive for ultra-black printing has aggravated both of these situations, causing an increase in ink usage, a negative impact on the economics of printing and a large number of complaints of dirty hands, dirty linen and dirty furniture.

The data below show how very dependent both ink mileage and ink rub-off are on print density, which is a controllable variable.

Figure 1 shows how the density of a typical black ink, labeled A, varies with coverage.* The density levels shown are absolute densities and include the contribution of the stock. The stock in this case had a density of approximately 0.2, typical of many newsprints.

Dr. Blom is assistant technical director of Flint Ink Corp.

The key item to note in Figure 1 is the decreasing rate of return, as far as density is concerned, with increasing amounts of ink. An additional problem is our visual perception of the darkness of a print in relation to its density. We can readily discriminate between prints having a density difference of 0.9 and 1.0. At higher density levels—for example, in going from 1.2 to 1.3—we don't visually perceive the difference (despite the fact that it is still 0.1 density unit) to be the same.

To have the same visual "impact" as going from 0.9 to 1.0 density units, we might have to increase the density at the 1.2 level by 0.15 or 0.2 units, to 1.35 or 1.4, to visually achieve the same effect.

In an informal and limited survey of 24 newspapers from across the country, we found the following:

Type of Printing	Number of Papers	Density Range	Average Density
Offset	15	0.87-1.24	1.00
Letterpress	9	0.77-1.16	0.98

Using the density values shown and Figure 1 we can see that for offset papers three times as much ink is required to achieve the highest density as is required at the lowest density.

This decreasing rate of return is one reason "mileage" figures kept by many papers can sometimes appear alarming.

Depending where inking levels or densities are normally set, a modest increase in density can result in a not-so-modest increase in ink consumption with consequent increased costs. For example, if we compare our "average" paper printing at a density of 1.0 to our "high" paper printing at a density of 1.24, then from Figure 1 we can see that we are talking about a 100 percent increase in ink consumption and costs.

The print-density within one paper often varies by as much as 0.4 density units, which represents a wide range of ink coverage for a single paper.

These arguments also hold true for letterpress printers. Letterpress black inks generally contain about one-third less pigmentation than the typical offset ink. Our data showed, however, that the letterpress operations surveyed are printing at approximately the same density levels as the offset papers. More ink is, of course, required because of the difference in pigmentation levels.

Why are such high density levels being used, especially by letterpress operations? A partial explanation may be found in the conversion from letterpress printing to offset. The smoother ink lay obtained when printing from a blanket gives the print a darker appearance than a corresponding amount of ink printed via letterpress.

In an attempt to look more like offset, letterpress printers will increase their inking levels, sometimes to the point where the rub-off will become objectionable.

Offset printers can also be guilty of using too much ink. This usually occurs when they try to increase contrast levels

Figure 1

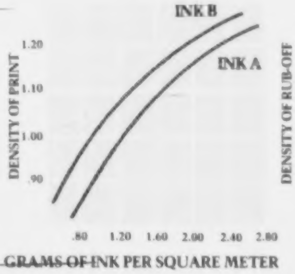


Figure 2

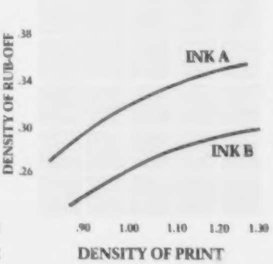
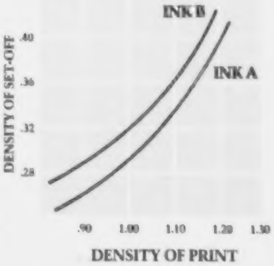
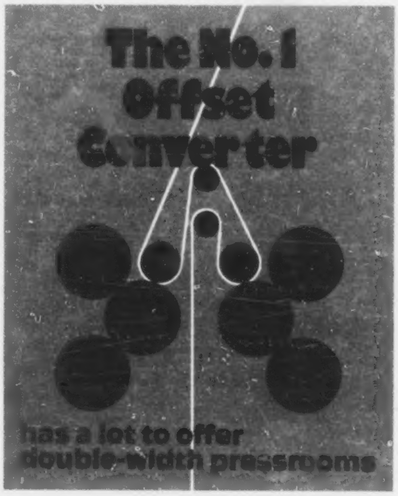


Figure 3





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*Different densitometers can "see" color differently, with the consequence that, although the density values are internally useful, they can be misleading to someone who has a different type of densitometer.

to give solids and halftones more "snap." Problems arise because the brightness of newsprint is a variable. The whiter the paper the less ink is required to achieve the desired contrast.

The varying degrees of ink coverage can also create other problems. According to pressroom measurements, the typical ink film thickness, as measured on the lower vibrator of a Goss Metro press, is approximately 0.8 mil when printing heavy coverage. Assuming this translates into our average density of 1.0, then we can see by Figure 1 that we are talking about an ink coverage (for Ink A) of 1.3 grams per square meter. By printing higher densities, we create thicker ink films on the plate, blanket and all rollers, and this can lead to increased rub-off and to runnability problems, such as emulsification, scumming, plugging, etc.

Ink rub-off is a complaint heard more often than any of us, especially inkmakers, care to talk about. However, rub-off is not a new problem: Smudged fingers have always been with us.

Inkmakers have been trying to improve the rub properties of their inks, with more or less success depending on one's perspective.

Many people in the newspaper business have heard of the tremendous gains being made with water-based flexographic ink. These inks are essentially "rub-free" due to the fact that they actually dry due to evaporation of the water.

Unfortunately, it is unlikely that current oil-based inks will ever be called "rub-free." These inks "dry" by penetration of the oils into the paper. The retention of this oil is in large measure the fundamental cause of why oil-based inks are always susceptible to rub-off. The oil is a necessary part of the ink as it provides the stability and lubrication necessary for proper performance on the ink roller train.

Figures 2 and 3 show the rub-off and page-to-page set-off data, based on laboratory tests, for the ink/paper combination shown in Figure 1. The dramatic increase in both properties with increasing inking is apparent.

Comparison of these charts with our informal survey easily explains why some operations are more prone to receiving rub complaints than others. It is this drive for maximum contact between the printing and the paper that has resulted in piling the ink on the paper. The paper wicks out the oil, leaving the black pigment setting on top and easy to rub off.

Oil inks with improved rub resistance are available. A typical one, Ink B, is shown in Figures 1-3. This ink happens to be stronger (more highly pigmented) than the standard ink so that for a given density less ink is required, thus its mileage is better.

By looking at Figure 2, we see that the rub characteristics of Ink B are quite different than the standard Ink A. In fact, if this ink were run at the "typical" coverage of 1.3 g/m^2, not only would it print at a higher density (about 1.10), it also would have less rub-off than the standard ink printed at the same coverage but lower density. Page-to-page set-off would suffer somewhat, however. Inks such as the one described are premium-priced, not only because of any changes in pigmentation, but also because of the use of more costly ingredients.

The reverse is also true. Papers printing at lower densities usually have better ink mileage and less rub-off. □

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Computer monitors page makeup

The ritual of monitoring the flow of pages between the composing room and the platemaking department is the latest part of the newspaper operation to be computerized.

The Atlanta Journal and The Atlanta Constitution replaced a crayon-board and magnetic flow chart with a Commodore VIC 20 home computer linked to two color-television monitors.

The system, which cost about $1,000 to build, is the brainchild of John Mangum, the papers' assistant manager of special electronics. It is designed to help the newspapers meet deadlines.

The platemaking department can make only one plate per minute, but the composing room can turn out more than one page per minute.

At times, the composing room meets its deadline, but the platemaking department becomes inundated with so many pages that it can't keep up with the flow.

Using the VIC computer with 20 kilobytes of storage, the Atlanta system keeps track of each page electronically as it is composed and moves to platemaking.

TV monitors in both departments display the time of day, the time remaining until closing of the next edition, the number of pages still to be processed (except classified pages) and a designation of which pages contain color. Incompleted pages are seen on the screen as white-on-black numbers, while "rolled pages," those that have been sent to platemaking, are displayed as black-on-white.

Additionally, the system monitors the timing of the work flow: The TV screens display a background color of blue, yellow or red, respectively signifying whether pages are being composed at a rate fast enough to meet the press deadline, are in danger of missing it or have already missed it.

"It gives you an instant indication of your status," Mangum says. "It also gives the staff time relationships."

The papers are considering expanding the system into other departments. □

Mangum with VIC home computer

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TECHNOLOGY NOTES

- American Hoechst Corp. **sold its EOCOM division** to Gerber Scientific Instrument Co., a subsidiary of Gerber Scientific Inc., for $6 million. According to the new owners, they will expand marketing of EOCOM products to the newspaper business worldwide and integrate EOCOM technology into their own graphic-arts products.

- Allied Corp. plans to **spin off its Mycro-Tek division** of the Mergenthaler Linotype Co. Allied officials said the firm signed a letter of intent with Mycro-Tek management and a group of investors attempting a leveraged buyout of the division.

  An Allied spokesman said that if the spinoff occurs, the marketing agreements with Mycro-Tek will still remain in effect.

- Atex Inc. signed "letters of intent" in June with an unspecified number of newspapers for **equipment purchases totaling $4.1 million**.

- The Associated Press has entered into a joint marketing venture with New Graphics to provide newspapers with an **electronic graphics library** of "maps, arrows, crosses, type (and) drawings of all kinds."

  This fall, AP will introduce DigitalStocks II, a high-speed financial service that will allow newspapers to receive New York Stock Exchange tables in as little as four minutes.

- Teleram Communications Corp. announced that it has entered into an original-equipment-manufacturer agreement with Dulmont Electronic Systems Ltd., an Australian computer manufacturer, to market in North America the Dulmont Magnum **portable computer**. Among the advances incorporated into the eight-pound, $2,500 microcomputer are the Intel 80186 16-bit microprocessor and the energy-efficient CMOS-RAM (complementary metal oxide semiconductor-random access memory) chip.

  Teleram also announced availability of STAR LINK, a new computer data-storage and transmission system that allows reporters to file stories from remote locations.

- ECRM Inc. and Nihon Information Center reached an OEM agreement whereby NIC will market the ECRM Autokon 8400 **laser scanner** as part of its pagination system.

- Goss Products Systems division of Rockwell International Corp. has entered into an OEM agreement to market Quipp Inc.-manufactured **counter stackers** under the GPS product name.

TECHNOLOGY CALENDAR

- **IPEX '84**, an international printing equipment and allied trades exposition, will be Sept. 4-12 at the National Exhibition Center in Birmingham, England.

- The **ANPA Technical Committee** will meet Sept. 6-7 at The Newspaper Center in Reston, Va.

- **Electronic Imaging '84** will be Sept. 11-13 at the Westin Hotel in Boston. The conference, which will feature electronic components, equipment and systems, will be the first of its kind to be sponsored by Electronic Imaging Magazine and the Society of Photographic Scientists and Engineers.

- The **Atex Newspaper Users Group** will meet Sept. 23-26 at the Anaheim Hilton in Anaheim, Calif.

- The National Newspaper Association's annual **Convention & Trade Show** will be Sept. 26-28 at the Reno-MGM Grand Hotel.

- The **45th New England Newspaper Production Conference** will be Oct. 11-14 at the Boston Marriott.

- **Graph Expo '84 East**, the national printing equipment and supplies show, will be Oct. 14-17 at the Coliseum in New York.

- The **International Newspaper Conversions Group** will have its annual meeting Oct. 24-26 at the Disneyland Hotel in Anaheim.

- The ANPA Technical Committee is sponsoring two symposiums at the Ramada Hotel O'Hare in Chicago. **"Pressroom Options II"** will be Oct. 30; **"The Challenge of Today's Mailroom"** will be Oct. 31-Nov. 1.

- **Lasers in Graphics**, the annual conference on prepress technology and electronic publishing, will be Nov. 4-8 at the Hyatt Regency New Orleans.

- Printing Industries of America will hold its **National Materials Management Conference** Nov. 7-9 at the Sheraton International Hotel at O'Hare Airport, Chicago.

Programs are set for 2 symposiums

The programs for ANPA's Press Options II and Distribution Systems symposiums, scheduled for the O'Hare Ramada Inn in Chicago, are complete.

The Press Options symposium, successor to one held in March 1982, will address press choices in flexography, anilox-inking retrofits, conversion of letterpress presses to offset, offset options and international press developments.

The Distribution Systems symposium, the first of its kind, will feature an array of speakers on such topics as advertisers' requirements, the direct-mail challenge, postal regulations, management and labor issues, ink-jet labeling, subscriber-list management and distribution, and developments in inserting machines.

Press Options will be from 9 a.m. Oct. 30 to noon Oct. 31. The distribution systems will be from 1:30 p.m. Oct. 31 to 5 p.m. Nov. 1. Registration fee is $250 for one symposium or $400 for both. For further information, contact ANPA's John Ford at The Newspaper Center. ☐

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Consumption for 1983 up 3.8%

United States daily newspapers consumed 7,897,601 metric tons of newsprint last year, an increase of 3.8 percent from 1982. This figure supersedes a preliminary one that had indicated an increase of 3.6 percent [presstime, March 1984, p. 44]. The tonnage figure was the second highest ever for U.S. dailies.

The annual consumption survey by ANPA [presstime, June 1983, p. 39] also shows that Georgia had the largest percentage increase in newsprint consumption between 1982 (125,146 tons) and 1983 (149,651 tons), 19.6 percent. Next highest were Alaska (13 percent), New Hampshire (10.5), Arizona and Massachusetts (10.2 each) and New Jersey (10).

Texas had the biggest increase in actual tonnage consumed—58,693 tons (707,128 vs. 648,435). California remained the nation's top consumer, using 1,035,861 tons.

Net increases were recorded in 40 states. (Consumption for Delaware and the District of Columbia were combined for this study.) Alabama had the largest percentage decrease, 5.5, and decrease in tonnage, 3,818.

In ANPA's annual regional breakdown, the South showed the largest percentage increase between 1982 (2,378,912 tons) and 1983 (2,510,183), 5.5 percent, followed by the Northeast at 4.2 percent, the North Central states at 3.1 percent and the West at 1.7 percent.

The survey covered 1,728 dailies—all U.S. general-circulation daily newspapers (except USA Today, for which figures were unavailable), as well as some foreign-language, college and special-service dailies such as trade newspapers. Of 1983's estimated total newsprint consumption of 10,589,000 metric tons by all U.S. users—a record, these dailies accounted for 74.6 percent of the total. (All users include weekly newspapers, commercial printing firms, free-distribution publications, comic sections and the government.) Daily newspapers' percentage was down from 1982's 75.3 percent.

Statistics delayed

Newsprint statistics for June were not available by press time. They will be published in the September issue.

State-by-state newsprint consumption by U.S. daily newspapers*

	1983	1982	% change		1983	1982	% change
Alabama	65,388	69,206	-5.5	Montana	13,551	13,278	2.1
Alaska	20,585	18,209	13.0	Nebraska	42,839	40,769	5.1
Arizona	121,829	110,534	10.2	Nevada	36,288	35,090	3.4
Arkansas	40,481	38,882	4.1	New Hampshire	15,563	14,080	10.5
California	1,035,861	1,033,013	0.3	New Jersey	281,568	256,082	10.0
Colorado	180,548	173,629	4.0	New Mexico	25,896	25,007	3.6
Connecticut	97,160	91,461	6.2	New York	833,645	827,186	0.8
Delaware and District of Columbia	225,408	215,032	4.8	North Carolina	127,901	119,781	6.8
Florida	485,212	462,886	4.8	North Dakota	13,319	12,520	6.4
Georgia	149,651	125,146	19.6	Ohio	319,825	322,209	-0.7
Hawaii	28,143	28,282	-0.5	Oklahoma	83,466	83,479	-0.01
Idaho	14,662	15,421	-4.9	Oregon	85,332	80,395	6.1
Illinois	396,980	381,108	4.2	Pennsylvania	407,703	395,380	3.1
Indiana	131,329	128,301	2.4	Rhode Island	33,158	31,726	4.5
Iowa	68,516	65,558	4.5	South Carolina	60,236	57,289	5.0
Kansas	38,328	37,665	1.8	South Dakota	9,568	9,022	6.1
Kentucky	67,399	66,047	2.0	Tennessee	107,574	107,816	-0.2
Louisiana	117,676	118,004	-0.3	Texas	707,128	648,435	9.1
Maine	20,009	18,224	9.8	Utah	35,641	34,351	3.8
Maryland	98,628	97,122	1.6	Vermont	6,978	6,958	0.3
Massachusetts	253,990	230,544	10.2	Virginia	112,326	108,667	3.4
Michigan	282,707	266,180	6.2	Washington	131,269	132,684	-1.1
Minnesota	109,327	106,553	2.6	West Virginia	29,327	29,630	-1.0
Mississippi	32,382	31,390	3.2	Wisconsin	123,129	123,931	-0.6
Missouri	165,614	156,551	5.8	Wyoming	6,558	6,645	-1.3
				Total	7,897,601	7,607,458	3.8

Regional newsprint consumption by U.S. daily newspapers*

	1983		1982		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	305	1,949,774	314	1,871,641	4.2
North Central	541	1,701,481	553	1,650,367	3.1
South	581	2,510,183	580	2,378,912	5.5
West	301	1,736,163	302	1,706,538	1.7
Total	1,728	7,897,601	1,749	7,607,458	3.8
Total consumption by all U.S. users		10,589,000		10,108,000(r)	4.8

*Metric tons
(r) = revised

Newsprint testing criteria ready

A joint agreement has been reached by ANPA, the American Paper Institute and the Canadian Pulp and Paper Association on a series of Recommended Newsprint Test Procedures to determine various newsprint qualities. A technical group from the three organizations was formed to develop the criteria.

The test procedures cover the sampling method and the newsprint thickness (caliper), gummage, moisture, smoothness, opacity, brightness and luminous reflectance factor. These recommended procedures will probably be used only when questions arise that require laboratory measurement by both parties to solve a problem that has arisen or a claim that is to be settled, ANPA officials say.

Copies of the procedures are available from ANPA at $25 per copy. ☐

Canadian capacity seen stable

Canadian newsprint production capacity is expected to remain virtually unchanged over the next three years, according to a report issued by the Canadian Pulp and Paper Association.

Additional capacity arising from mill improvements and a new machine will be offset by machine retirements and conversions to other kinds of paper, the association said.

The predicted 1984-86 period of no growth follows a three-year period when newsprint capacity rose 840,000 metric tons, or 9.2 percent.

The metric-ton projections are: 1984, 9,935,000; 1985, 10,000,000; and 1986, 9,970,000.

The 1983 capacity of 9,970,000 was 130,000 metric tons below the 10,100,000 predicted [presstime, June 1983, p. 41]. ☐

Unions ratify pacts; one strikes

Members of the Canadian Paperworkers Union and the Pulp & Paper Workers of Canada ratified new three-year contracts June 29 at four British Columbia newsprint mills. The new agreement provides for no wage increase in the first year, 4 percent in the second and 4.5 percent in the third.

Meanwhile, in Eastern Canada, members of the CPU ratified a three-year contract with Abitibi-Price Inc. The contract provides for a 2.5-percent wage increase in the first year, 4 percent in the second and 5 percent in the third.

The CPU (Local 601) also ratified a three-year contract at the St. John, New Brunswick, mill of Rothesay Paper Ltd. It provides for a wage freeze in the first two years and a 6-percent increase in the third year. The contract for this local had expired last Dec. 31.

Contract negotiations continue between other newsprint producers and the CPU.

In the United States, workers at one mill went out on strike July 17, but those at four other mills ratified new contracts.

The strike by members of the Association of Western Pulp and Paper Workers is at the Newberg, Ore., mill of Publishers Paper Co.

Members of the United Paperworkers International Union ratified the following:

- A three-year contract at the Augusta, Ga., mill of Augusta Newsprint Co. It provides wage increases of 6 percent in each of the first two years and 5 percent in the third year [presstime, May 1984, p. 68].
- A three-year contract at the Calhoun, Tenn., mill of Bowater Southern Corp. It provides wage increases of 5 percent in each of the first two years and 4 percent in the third.
- A two-year contract at the Manistique, Mich., mill of Manistique Papers Inc. provides for wage increase of 52 cents in the first year and 50 cents in the second.
- A three-year contract at the Millwood, Wash., mill of Inland Empire Paper Co. It provides for wage increases of 45 cents in the first year, 55 cents in the second and 60 cents in the third.

Annual report available

Newly published "Newsprint Statistics 1983" is now available upon request to ANPA's Newsprint and Transportation Department at The Newspaper Center, Reston, Va.

The annual report [presstime, Sept. 1983, p. 40] contains data on U.S. daily newsprint consumption by state and region, newsprint supply and sources, publishers' stock, and North American newsprint mill capacity.

NEWSPRINT NOTES

- MacMillan Bloedel Ltd., Crown Forest Industries and British Columbia Forest Products Ltd. will follow other manufacturers and **raise newsprint price** [presstime, April 1984, p. 68]. On Oct. 1, MacMillan and Crown will increase their prices to Western U.S. customers from $500 to $535 a metric ton while continuing to offer a 5-percent discount to U.S. customers that purchase 100 percent of contracted annual tonnage. British Columbia Forest Products will raise its price to $508.25 Oct. 1 and eliminate the 5-percent discount.

The price in Western Canada will rise by $45 to $585 (Canadian) per ton on the same date for all three companies.

- Companies controlled by publisher Rupert Murdoch and Bass Brothers Enterprises Inc., a Texas investment concern, separately **acquired stakes in St. Regis Corp.** Murdoch purchased a 5.6-percent interest and Bass Brothers acquired 6 percent. Earlier this year, Georgia-Pacific Corp. purchased 8.5 percent [presstime, June 1984, p. 50]. A federal judge in July denied a St. Regis request for a temporary order to block Murdoch from increasing his stake.

Murdoch subsequently offered to pay $757 million in cash for enough stock to give him 50.1-percent control of the company.

- Jefferson Smurfit Group Ltd., a Dublin, Ireland-based company, **obtained 9.3 percent of Southwest Forest Industries.**

The company said it would limit its stake to 20 percent until Dec. 13.

- MacMillan Bloedel is **rebuilding a newsprint machine** at its Powell River, British Columbia, mill at a cost of $6.3 million (Canadian). The project, which will add 40,000 metric tons a year to the mill's capacity, is scheduled for completion late next year.

Court throws out unregulated, joint boxcar rates

A federal appeals court has vacated that part of the Interstate Commerce Commission's decision to exempt boxcar freight rates from regulation only as it applies to joint rates—those implemented by two or more railroads—and remanded the proceeding to the regulatory agency.

The ICC decision regarding the deregulation of all boxcar traffic became effective Jan. 1 [presstime, March 1984, p. 10].

In its decision, the U.S. Court of Appeals for the District of Columbia concluded that by exempting joint rates from regulation, the ICC failed to consider adequately the potential for large railroads with market power over a through route to appropriate profits that deservedly belong to co-participating small railroads. The decision essentially creates two classes of boxcar traffic—one regulated, the other deregulated.

ANPA was an intervenor in support of the American Paper Institute, which opposed the ICC action.

The court's decision is scheduled to take effect Aug. 13.

Santa Fe wants to merge its two railroads

Santa Fe Southern Pacific Corp. filed an application with the Interstate Commerce Commission to **merge its two railroads,** the Atchison Topeka and Santa Fe Railway Co. and the Southern Pacific Transportation Co. The ICC has 31 months to rule on the proposal.

The merged railroad—the Southern Pacific & Santa Fe Railway Co.—would rank as the nation's third-largest rail system, covering some 25,000 miles between Chicago and the West Coast [presstime, Feb. 1984, p. 49].

Contract vote taken

The International Longshoremen's and Warehousemen's Union and the Pacific Maritime Association reached a tentative agreement in July on a new three-year contract. A ratification vote was under way at press time. The ILWU reportedly will receive wage increases of 7 percent in each of the three years [presstime, June 1984, p. 50].

Canadian publishers object to government aid to weekly

Did the Canadian government act improperly or unfairly in granting public funds to establish a free weekly newspaper in a community already served by an existing, paid-circulation newspaper? An independent consultant has been hired by a government agency to look into the matter.

Grant O. Wright, publisher of the Thompson (Manitoba) Citizen, and four other publishers in the northern part of the province have protested the government's grant of $90,000 to start a Thompson-based free weekly called The Northern Times.

The grant was issued to a local sponsoring group called the Northern Manitoba Newspaper Committee for the purpose of creating jobs, according to Brian R. Hill, regional director of the federal Employment and Immigration Commission in Winnipeg.

In the wake of the protests about the grant, Hill commented that the Thompson project contained "an element of surprise" because it is the "firm policy Canadawide that these ventures do not compete with existing businesses." The commission is "dealing with the publishers' concerns," he said, noting the investigation by the outside consultant.

The grant-launched weekly began publishing May 9 and has a circulation of around 8,500, according to Editor John Boivin. He said it advertises "the normal goods and services."

The privately owned Citizen, which publishes on a Monday-Wednesday-Friday schedule, has a circulation that ranges seasonally between 3,000 and 4,000. It sells for 25 cents (35 cents on Friday when a TV guide is included).

Thompson, in a remote northern area, has a population of about 14,000. Formerly a nickel-mining center, it once had a population of about 20,000.

The Citizen's Wright said he is "terribly afraid" the grant will start a precedent. "It's bad news for everybody," he said.

Boivin, however, said there is "easily room enough for both of us to survive" because "we're a regional paper, not a Thompson paper."

"We're serving a market of 60,000 people" in a vast surrounding area, Boivin said. The paper is delivered through the mail to 14 communities. "We hope to get to 30 communities eventually," he said. "We write about the people in remote areas. It's been very well-received. We're just trying to do a good job up here."

The 12-to-16-page tabloid is printed by a commercial printer near Winnipeg. It has a full-time staff of five, which includes three writers, and seven part-time stringers "from all over," Boivin reported.

The Citizen has 13 full-time employees, including Wright and his wife, Joan.

Wright said his competitor is trying to serve "small and scattered" communities that are about 90-percent native "largely on welfare," and it can only survive with government support. "I bitterly resent my tax dollars being used to cut my throat," he said.

Boivin noted that Wright "himself received a government grant some years ago." The Wrights said, however, that they used the grant, which was "about $6,000," along with some of their own money to purchase machinery five years ago for a job-printing operation.

The Wrights started their paper in 1961 as a weekly. It became a daily in 1965 and reverted to weekly in 1981.

THOMPSON Citi
Helping Build the Model Mining Communi

Publisher Wright and his wife, Joan, stand in front of Citizen building.

Reaction to the grant incident from the Canadian publishing industry has included:

- Jim Dills, executive director of the Canadian Community Newspapers Association, said, "We're very unhappy to see the government intruding into the newspaper field."
- "I think it's a phony assistance program," said J. Patrick O'Callaghan, publisher of The Calgary (Alberta) Herald and immediate past chairman of the Canadian Daily Newspaper Publishers Association. "I don't believe any newspaper should take a penny of government money," he said while vacationing in, strangely enough, Thompson, the seat of the controversy.
- John E. Foy, president of the Canadian Daily Newspaper Publishers Association, said in late July his organization had not taken any position in the matter.

There have been previous instances where a provincial government has subsidized papers read mostly by native groups, such as Indians.

In addition, there has been at least one instance where a federal grant was awarded to a newspaper-related company—but the money did not go to operation of the newspaper itself. In that case, the Ministry of Communications in 1981 awarded a $1.1-million government grant to The London (Ontario) Free Press Printing Co. under the Industry Investment Stimulation Program for purchase of equipment related to the commercial development of Telidon videotex technology. (See story, p. 10.)

The United States has no programs providing direct government financial grants to newspapers.

Even U.S. Small Business Administration loans to newspapers are barred by law under the SBA's so-called "opinion molder" provision. As a matter of standing policy, ANPA "generally does not encourage government loans to newspapers except under widespread, disaster-relief conditions," according to Vice President/General Counsel W. Terry Maguire.

To finance plant construction, some U.S. newspapers have relied on favorable-interest loans secured by state and municipal industrial development bonds [presstime, June 1983, p. 8]. —*Clark Newsom*

Libel insurance premiums raised due to costs

Mutual Insurance Co. Ltd., saying the cost of libel litigation since 1975 "can be best described as an uncontrolled fire storm," raised rates and made other changes in its libel insurance policy effective Aug. 1.

"The percentage of libel suits as a ratio to the percentage of those covered is decreasing, but the cost of defending libel suits has increased greatly in the last 10 years," said attorney Arthur B. Hanson, a director of the Bermuda-based Mutual company founded in 1961 at the request of ANPA members.

Mutual President Ernest W. Vesey said in a recent letter to all libel policyholders that the firm in the past 13 years has received gross libel insurance premiums of $8.6 million. But it has incurred "losses and loss adjustment expenses in excess of $26 million with over 1,700 cases still open." Besides libel insurance, Mutual offers First Amendment and strike insurance to ANPA members. It also handles insurance for companies and institutions other than newspapers.

"Corrective action to reduce the imbalance between premiums received and claims paid is essential," Vesey said.

Part of that action is in the form of "significant increases" in premiums. Company officials would not disclose the amounts of increase.

Also, the policy has been changed so that participants must now pay 20 percent of the libel defense costs in excess of the deductible. Before the change, insured newspapers were covered for the full amount of defense costs above the deductible.

Vesey said Mutual's policy "gives insureds substantial control over the disposition of claims or suits." However, he said, "this privilege should carry with it greater responsibility for closely monitoring defense costs and payment thereof."

The company president assured policyholders that despite the changes that are needed, "we will continue to offer ANPA members broad-form libel insurance on an 'occurrence' basis, with unqualified coverage for punitive or exemplary damages on the most economical terms possible."

Hanson, who also is ANPA counsel emeritus, said there are 2,074 subscribers to the Mutual libel policy; 728 are dailies, 748 are weeklies (insured by the Mutual Subsidiary Potomac Insurance Co. Ltd.) and the rest are other media entities.

UPI works on other deals besides sale of foreign photo operation

United Press International is working out details on several business transactions that its executives say will go a long way toward eliminating uncertainty over UPI's finances.

One of the completed deals is the recent UPI and Reuters agreement under which Reuters will purchase UPI's foreign photo operation for $3.3 million. The UPI photo bureaus will be integrated into Reuters' plans to establish a new, state-of-the-art newsphoto system next year.

Under the 10-year contract, UPI photo subscribers in the United States will continue to receive domestic pictures from UPI and will get pictures from foreign nations supplied to UPI by Reuters. Subscribers outside the United States also will receive UPI and Reuters photos.

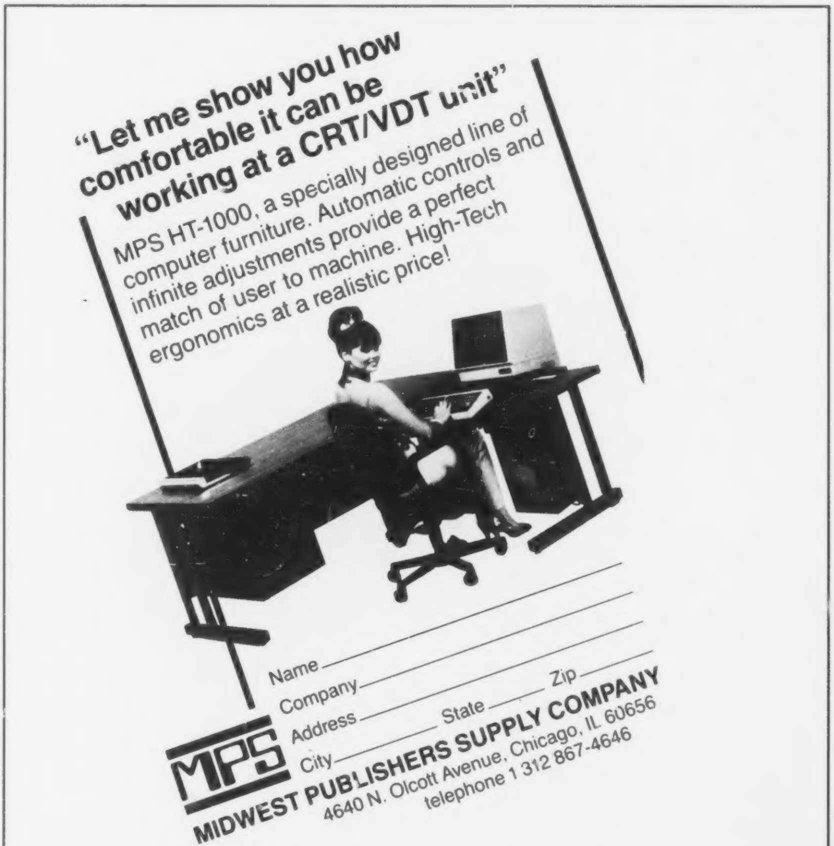
Reuters will pay UPI an additional $2.46 million over the first five years of the contract for this exchange agreement.

UPI and Reuters, which once considered buying UPI [**presstime**, Aug. 1983, p. 38], will continue to run separate newswire services inside and outside the United States. UPI officials said details about other revenue-producing projects will be announced in the months to come [**presstime**, May 1984, p. 35].

Monitor printing at 5th U.S. plant

The Christian Science Monitor will begin printing at a fifth U.S. location in September in Orlando, Fla. The domestic edition is currently printed at plants in California, Illinois, Massachusetts and New Jersey. The weekly international edition is printed in London.

The newspaper is "looking seriously" at other sites.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Gannett Co.'s new corporate headquarters building rises in Rosslyn, Va., just across the Potomac River from Washington, D.C. Gannett has announced it will move its corporate headquarters by mid-1986 from Rochester, N.Y., to offices in this building and a twin tower at right which now houses Gannett's USA Today.

Fired Whelan says Moon aides now control Washington Times

James R. Whelan, editor and publisher of The Washington Times since its inception in 1982, was abruptly fired July 13, touching off a series of press conferences and interviews laced by charges from Whelan that the newspaper is now being run by top officials of the Rev. Sun Myung Moon's Unification Church and sharp denials from Whelan's successor.

New Editor-in-Chief Smith Hempstone, who had been executive editor, said he is in complete charge of news and editorial operations and has a written guarantee of editorial independence from the owners of the conservative daily.

General Manager Paul M. Rothenburg oversees business operations. The publisher's position remained unfilled a week after the upheaval.

The Times is owned by the New York City-based News World Communications, which was founded by the Rev. Moon. When Whelan was hired, he said the newspaper would be completely independent of the Unification Church [**presstime**, April 1982, p. 53].

Whelan said he was fired by retired South Korean Col. Bo Hi Pak, president of News World Communications and a member of the Unification Church, on the advice of unnamed "elders of the movement."

The Times said Whelan was replaced at the request of four senior editors, including Hempstone, and two principal business executives—none of whom belong to the church.

In a **presstime** interview, Whelan labeled "totally false" statements by Times officials that he was fired because of extravagant employment contract demands. He said he "did not try to negotiate or renegotiate" a contract.

Two days before he was fired, Whelan said, he told a meeting attended by Pak and 16 other senior management people that he renounced "any contractual claims for myself." He said he wanted only "a strong commitment to editorial freedom."

The flap came to public light at a July 17 press conference where Whelan charged he had been ousted for refusing to allow the church to usurp the newspaper's autonomy.

At a press conference called by the Times later that same day, Hempstone rebutted Whelan's charge, calling it "utter nonsense." The Times is not a "Moonie newspaper," he declared. ☐

Texan warns of more attempts to tax papers

A lobbying blitz by the Texas media, advertising agencies and retailers short-circuited a move by the Texas Legislature to tax advertising sales. But then the lawmakers repealed a seven-year-old sales-tax exemption for newspaper and magazine subscriptions and newspaper single-copy sales.

The plan to tax circulation was added to a major tax bill in July after the Senate rejected a House-passed advertising tax provision in the bill. The Legislature was meeting in special session devoted largely to fiscal matters.

According to Texas Daily Newspaper Association Senior Vice President John H. Murphy, a leader of the lobbying effort, the decision to delete the ad tax but repeal the circulation exemption was made at an unofficial conference meeting of the leaders of both houses.

"The House leadership insisted on some kind of tax being put on newspapers," said Murphy. "It's no use kidding about it, it was totally a punitive kind of thing. They were determined one way or another to, in effect, punish newspapers."

He noted that the chairman of the House Ways and Means Committee, where the ad tax proposal originated, was openly irked with press criticism of the Legislature for not having passed a tax bill during the regular session and expressed the desire that the press be given the "opportunity to pay" for the spending programs it supported.

There was no chance to rally opposition to the circulation tax proposal, Murphy said, because it was made in the last 12 hours of the month-long special session.

Murphy warned that attempts to tax advertising are going to increase as "our economy becomes more and more service-oriented." (See **chairman's corner**, p. 4.)

The Texas sales tax will increase to 4.125 percent on Oct. 2, the day on which it will begin to be applied to newspaper sales. Local governments may add 1 percent more. An additional 1 percent mass transit tax is applied in some locations.

Ten states impose state sales or gross receipts taxes on some aspect of newspaper sales, according to information supplied to the ANPA Legal Department by state newspaper associations [**presstime**, Sept. 1983, p. 14]. ☐

Small city's 2nd paper folds after publishing 11½ months

After nearly a year of being the second-smallest two-newspaper city in the United States, Huntsville, Texas, is back to its previous status.

The Huntsville Morning News, launched Aug. 1, 1983, ceased publication July 15, leaving The Huntsville Item as the sole daily in the community whose 1980 population was 23,936.

James W. Chase, an executive of the Morning News throughout its brief life, said the paper reached a paid circulation of about 3,000. He said it was closed as a result of "sound business decisions." The investors, local businessmen, were "looking down the road," he said.

But Chase described as "not accurate" published reports that investors had poured nearly $4 million into the News. News publisher Gary W. Randazzo had reported when the newspaper began publishing that start-up expenses were $2 million [presstime, Sept. 1983, p. 48].

Chase also denied reports that the News was a so-called "good news" paper. "We covered everything that needed to be covered but didn't go on witch hunts," he said.

Fritz W. Wirt, publisher of the rival Item, said the "good news" feature was "overstated." He put it this way: the News "tried to project a positive image."

Fixed assets of the News were purchased by Harte-Hanks Communications Inc., owner of the Item. Circulation of the Item is about 6,300 daily and 7,300 Sunday, Wirt said.

The smallest U.S. city with competing dailies is Cookeville, Tenn., population 20,350 [presstime, May 1981, p. 51].

Changes in Command

The **International Circulation Manager's Association**, at its annual sales conference June 27-30 in Toronto, elected the following new officers:

- *President*—Jack Butcher, The Tampa Tribune
- *Executive Vice President*—Russell A. Barcroft, Santa Barbara (Calif.) News-Press
- *First Vice President*—Richard J. Lakus, Worcester (Mass.) Telegram and The Evening Gazette
- *Second Vice President*—David Thomas, The Courier-Journal and The Louisville Times.

The **National Press Photographers Association,** at its annual convention June 28-July 1 in Fort Lauderdale, Fla., elected the following new officers:

- *President*—C. Thomas Hardin, The Courier-Journal and The Louisville Times
- *Vice President*—William Sanders, Fort Lauderdale News and Sun-Sentinel
- *Secretary*—Mary Lou Foy, The Miami Herald

The **National Conference of Editorial Writers**, at its annual meeting June 19-22 in Washington, D.C., elected the following new officers:

- *President*—Van A. Cavett, The Courier-Journal and The Louisville Times
- *Vice President*—Karli Jo Hunt, The Home News, New Brunswick, N.J.
- *Treasurer*—Brian W. Dickinson, The Providence Journal and Evening Bulletin
- *Secretary*—Joe Hinton Stroud, Detroit Free Press

The **Newspaper Purchasing Management Association,** at its annual conference May 6-9 in West Palm Beach, Fla., elected the following new officers:

- *President*—David Stern, Omaha World-Herald
- *First Vice President*—William H. Oat, The Hartford Courant
- *Second Vice President*—Robert M. Comer, Dayton (Ohio) Newspapers Inc.
- *Secretary*—Stephan S. Grant Jr., News and Sun-Sentinel, Fort Lauderdale, Fla.
- *Treasurer*—Raymond F. Burnett, USA Today, Rosslyn, Va.

The **Suburban Newspapers of America,** at its annual convention June 20-22 in San Diego, elected the following new officers:

- *President*—Joseph L. Ferstl, Lerner Newspapers Inc., Chicago
- *First Vice President*—Richard Aginian, Suburban Communications Corp., Livonia, Mich.
- *Second Vice President*—William R. Canino, Sentinel Publications, East Brunswick, N.J.
- *Treasurer*—Stephen F. Rose, Sun Publications, Overland Park, Kan.
- *Secretary*—J. Leland Gourley, Nichols Hills Publishing Co., Oklahoma City, Okla.

'Creative Brain' rated most valuable Convention program

The clinic on "The Creative Brain—How Known Brain Functions Can Be Applied to Unlock Creativity, Approach Business Problems and Achieve New Understanding" was rated the most valuable program segment at ANPA's 1984 Convention.

The clinic, by personal development consultant Ned Herrmann, edged out the Associated Press Annual Luncheon, which featured a speech by Chrysler Corp. Board Chairman Lee A. Iacocca, according to 184 responses to an ANPA Convention questionnaire.

Other highly rated segments were the General Session on "How Politicians Use the Press," the General Session presentation "We Can Make It Happen" by the Newspaper Advertising Bureau, and the clinic on "Employee Communications—A Two-Way Street."

The segment judged least valuable was the NAB annual business meeting. Others receiving low ratings were the ANPA dinner dance, the ANPA business meeting, and the clinics on "Stress and Newspapering" and "Publishers, Personal Computers and Telcos—Partners for the Future."

The Convention in Montreal was the first to be held in a convention center rather than a hotel. Many Convention-goers evidently were pleased with the arrangement because 77 respondents said they would favor using such facilities at future conventions. Fifty-six indicated a preference for a hotel setting.

Neergaard heads environmental staff

Richard W. Neergaard has been named manager, environmental services of ANPA. He had been assistant environmental coordinator.

In his new duties, Neergaard will supervise the Association's environmental staff which monitors noise, air, industrial hygiene and safety programs in the newspaper business. It also keeps member newspapers abreast of governmental environmental regulations.

Neergaard joined ANPA in May 1979. He has a bachelor's degree in environmental health from Old Dominion University, Norfolk, Va., and a master's in industrial hygiene from Central Missouri State, Warrensburg.

ANPA *Calendar*

AUGUST

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
University of Florida, Gainesville, Aug. 4

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 6-10

Executive Subcommittee of the ANPA/NAB-ABC Liaison Committee meeting
Keystone Lodge, Keystone, Colo., Aug. 14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 20-24

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 28

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar
Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
The Savoy, London, Sept. 12-13

ANPA Management Development Workshop
Holiday Inn Lake Shore Drive, Chicago, Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Sept. 17-21

ANPA Human Resources Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18

ANPA Government Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 18-19

ANPA Legal Affairs Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 19

ANPA/American Bar Association Task Force meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Sept. 20

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 20-21

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Montebello, Montebello, Quebec, Sept. 20-21

ANPA Industry Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 24-25

ANPA Convention Arrangements Committee meeting
The Fontainebleau, Miami Beach, Sept. 28

OCTOBER

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Oct. 1-5

ANPA Telecommunications Committee meeting
Hyatt Regency on Capitol Hill, Washington, D.C., Oct. 2-4

ANPA Foundation Newspapers in Education Instructor Training Seminar
Airlie House Conference Center, Airlie, Va., Oct. 8-11

ANPA Newspaper Safety and Health Symposium
O'Hare Marriott, Chicago, Oct. 11-12

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Oct. 29-Nov. 2

ANPA Pressroom Options II Symposium
O'Hare Ramada Inn, Chicago, Oct. 30-31

ANPA Newspaper Packaging and Distribution Symposium
O'Hare Ramada Inn, Chicago, Oct. 31-Nov. 1

ANPA Newsprint and Transportation Committee meeting
The Newspaper Center, Reston, Va., Oct. 31

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